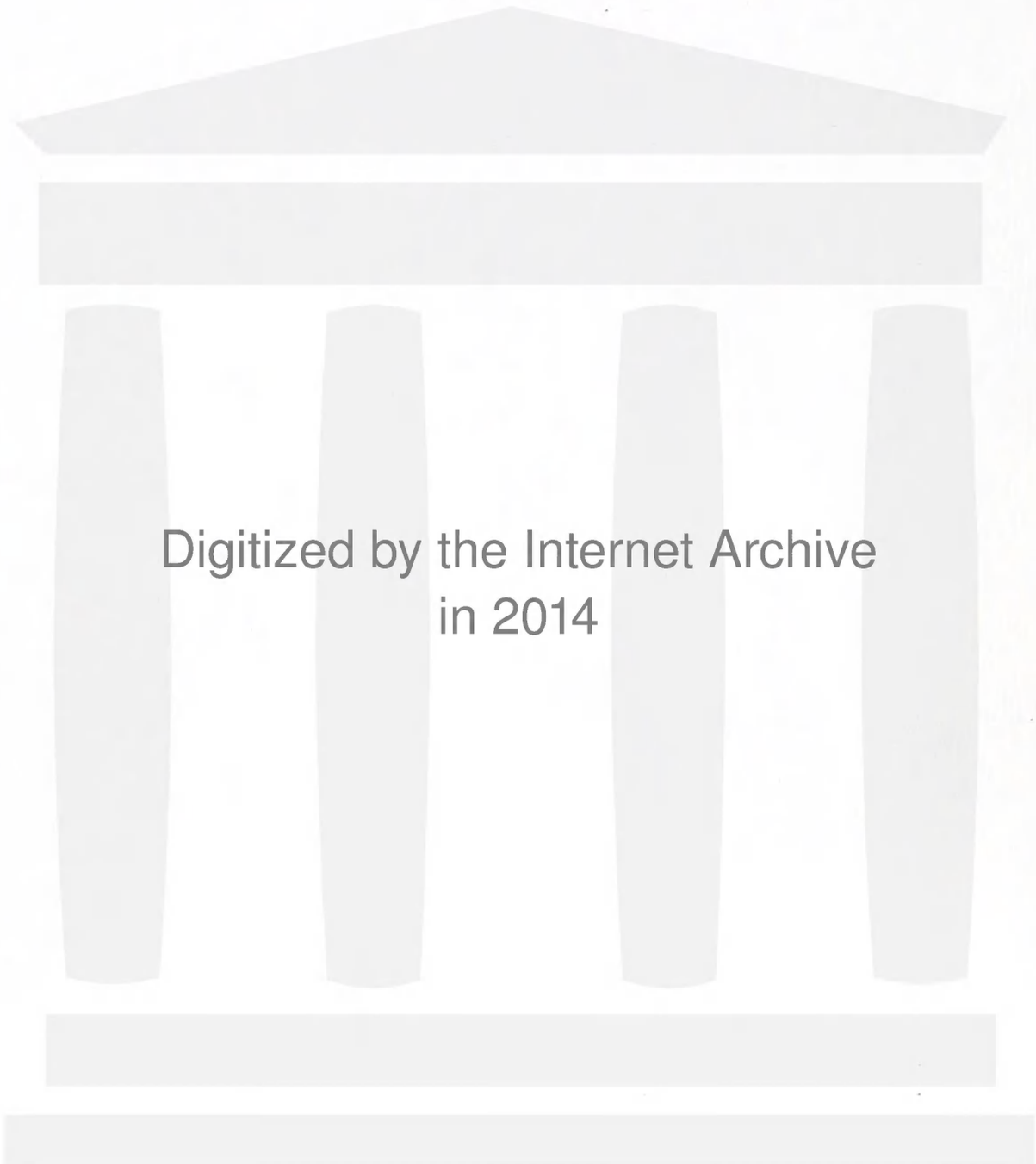

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● On our cover: Terrace designed by Thomas D. Church for the beach house at Aptos, California, of Mr. and Mrs. Ernest Meyer and Charles B. Kuhn. (See page 39.) Black iron table and chairs are Van Keppel-Green designs, Balboa Pacific Corp. White painted chair, Goshen Manufacturing Co. Barbecue grill, designed by Harris Armstrong, made by Frederick Semple. Yellow cushions of Hewitt-Robbin's "Restfoam," covered with vinyl-coated "Fiberglas" fabricated by the Holton Corp. Wood finished with Cabot's Creosote Shingle Stain. Photograph by Maynard Parker.

Vol. 92 No. 7

JULY 1950

The magazine dedicated to the business of better living

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THE AMERICAN STYLE
You Asked These Questions about the American Style....35-37
The American Style Means Enjoyment—not Show....38-41
The American Style in Silver....55-57
The American Style Means Freedom from Dogma....80-83

CLIMATE CONTROL
How to Manipulate Sun and Shade....42-47
How One Man Manipulated His Own Sun and Shade....43
How to Live at Peace with the Gulf Coast Climate....74-79
A House for Gulf Coast Living....76-77
Vines—Climate Control Device for Summer Coolness....103

DECORATING
The American Style Means Enjoyment—not Show....38-41
Silver—Symbol of Every American's Idea of Good Living....55
The American Style in Silver....56-57
Grand Entrance....60-61
How Versatile Can Silver Be?....62-65
How to Combine Patterns....66-67
This Is for You to Decide....68-71
What Makes a Week End Wonderful?....72-73
The American Style Means Freedom from Dogma....80-83
Three Bright Ways to Store Silver....90

BUILDING
The American Style Means Enjoyment—not Show....38-41
A $25,000 Pace-Setter House....48-54
What Makes a Week End Wonderful?....72-73
A House for Gulf Coast Living....76-77
The American Style Means Freedom from Dogma....80-83

GARDENING
How to Manipulate Sun and Shade....42-47
The Newest Way to Lick Crabgrass....84
Work-saver for Gardeners....85
Vines....103
Don't Wait for This—You Can Have These Now....108-111

FOOD AND ENTERTAINING
Give a Different Kind of Party....58-59
Pantry Shelf News....98

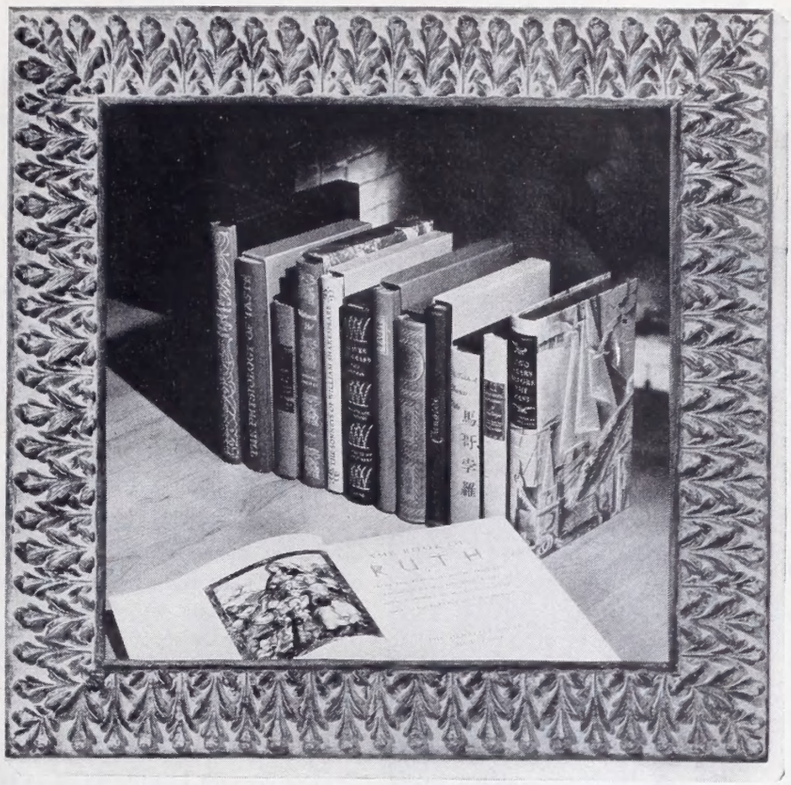
HOUSEKEEPING AND MAINTENANCE
It's Worth Mentioning....32-33
Take It Easy, Lady!....101

TRAVEL
How to Leave Home and Like It....31

OTHER FEATURES
Window Shopping....4-28
What Music Shall I Choose?....93-94

ADVERTISING INDEX....112

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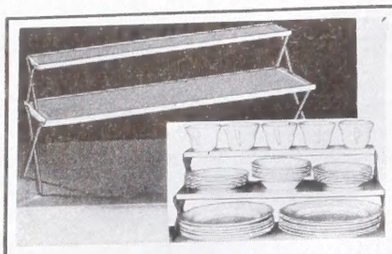
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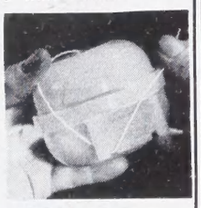
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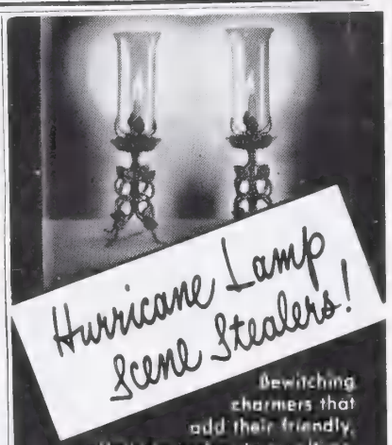
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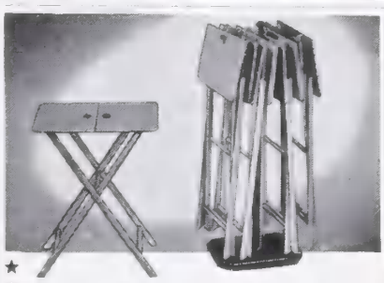
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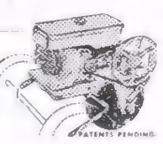
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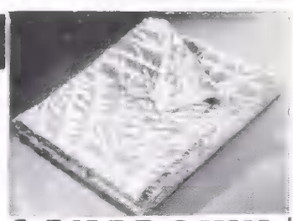
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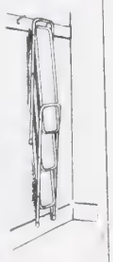
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(Continued on page 11)

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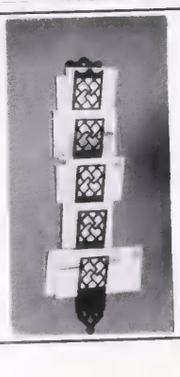
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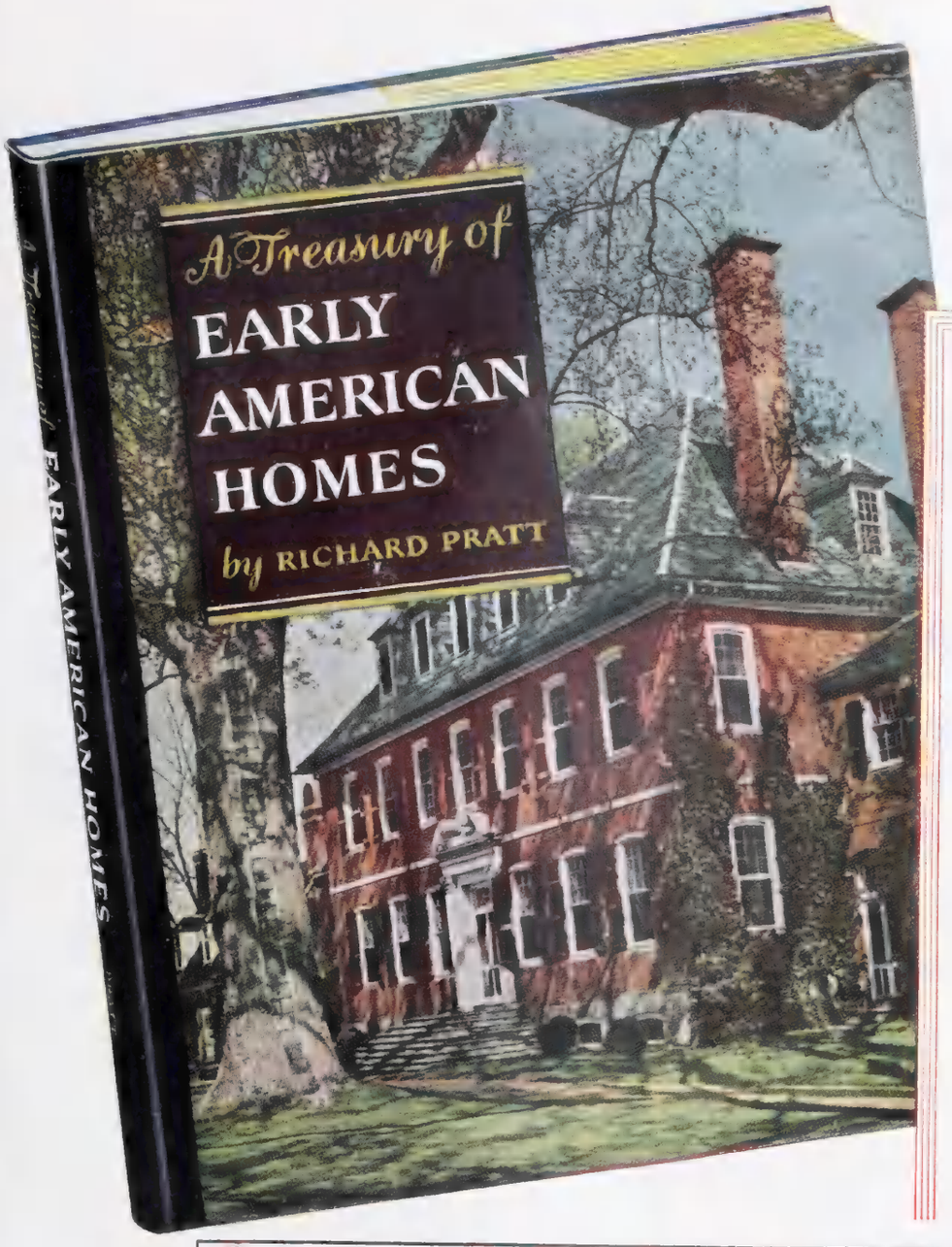


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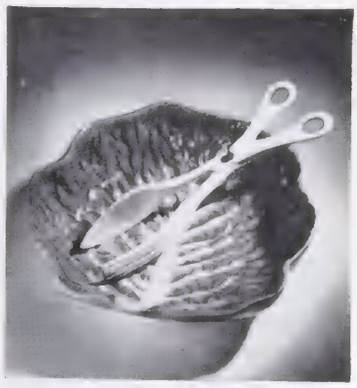
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CONTINUED FROM PAGE 8

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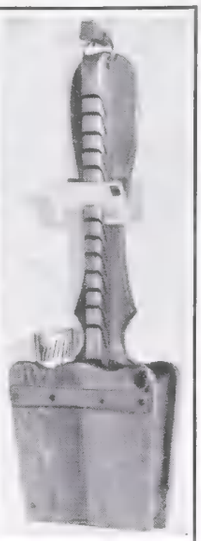
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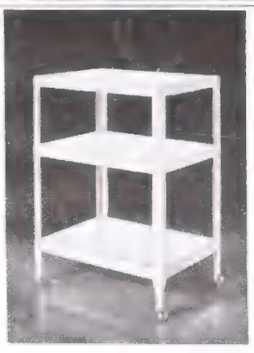
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Shopping



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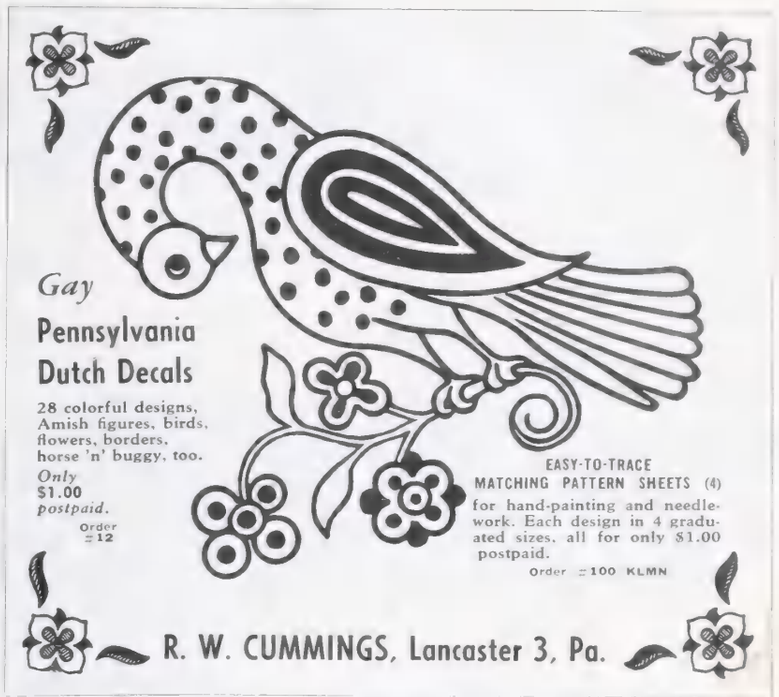


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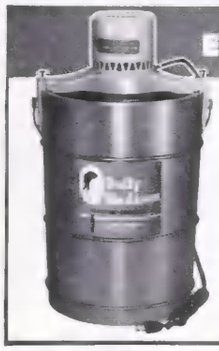
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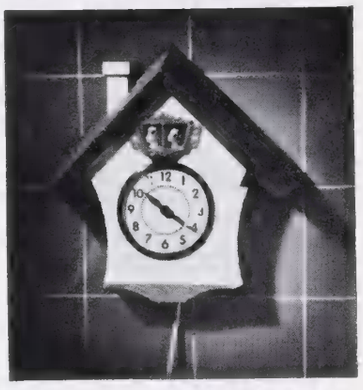
CITY _____ STATE _____ (HB-7)



Window



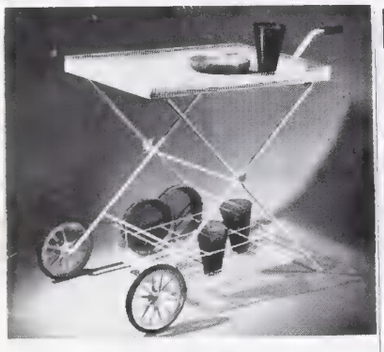
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For Outdoor Parties

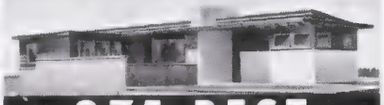
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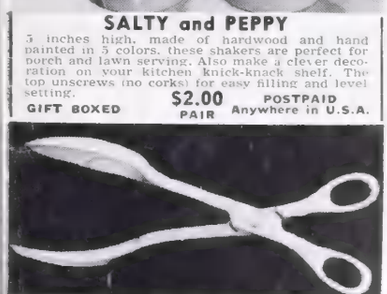




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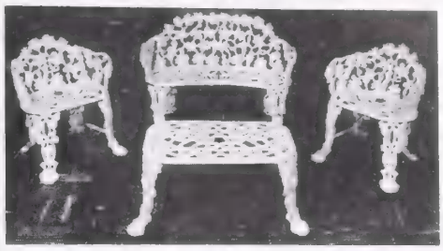
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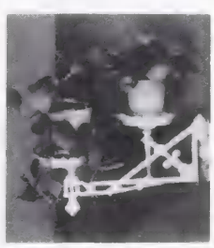
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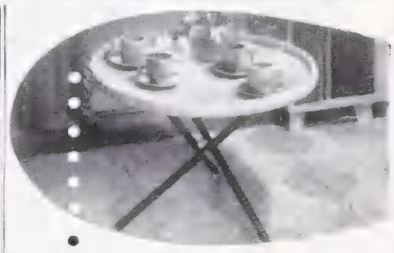
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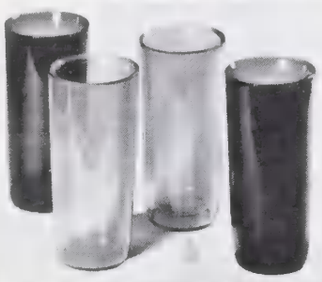
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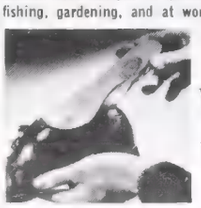
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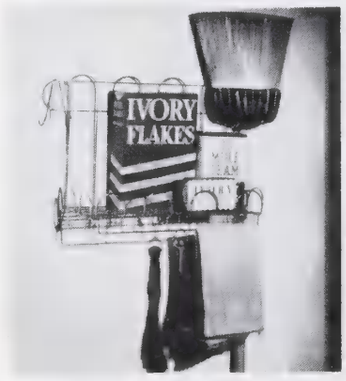
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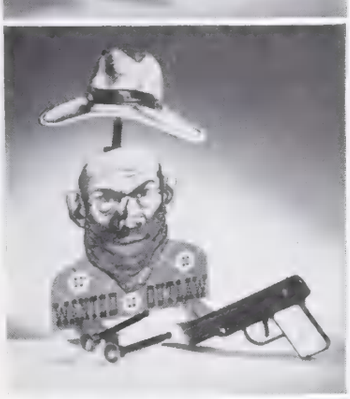
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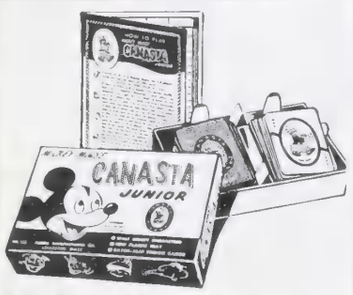


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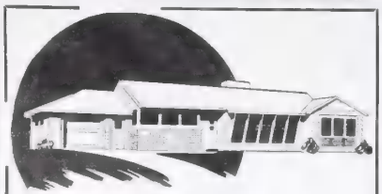


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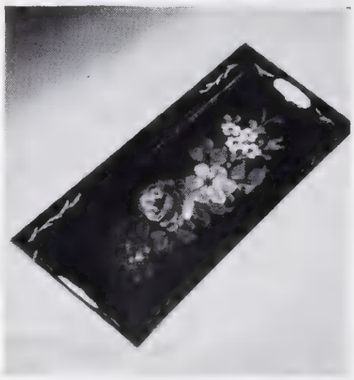
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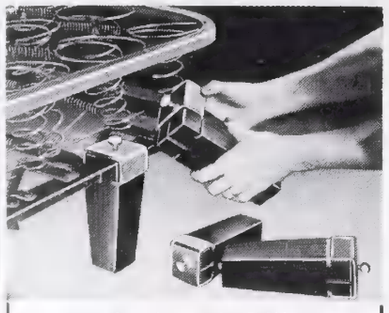


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(*Continued on page* 21)



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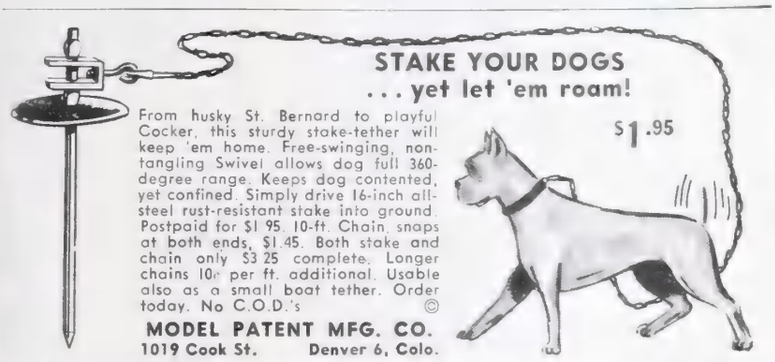
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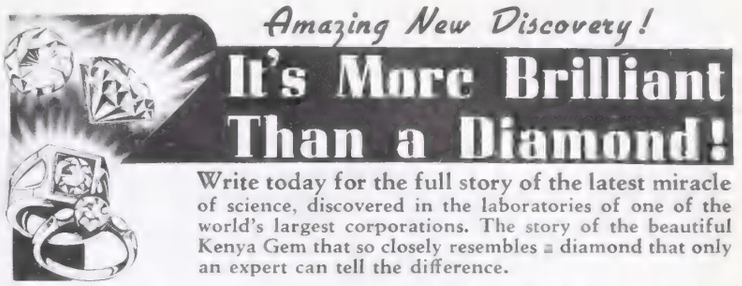


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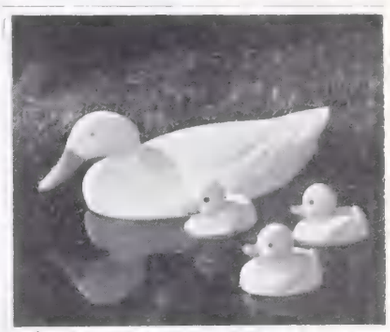
$8.90 ppd. with Loc-Kover

$5.95 ppd. for the mail box alone (16" High, 11½" wide Projects 4⅝" to 3¼" Streamlined)

Personalize it with the "Tailored" Park Ave. script engraved Name-Plate at $1.50 and the "Tailored" Kolor Numerals in your choice of 3 colors at 25¢ for one, 35¢ for two, 50¢ for three, 65¢ for four, etc.

Available in Luminescent Cream, Ruby Red, or Emerald Green

NOR-GEE CORPORATION
Makers of the finest, most beautiful and most practical Mail Box in the world
2215 Palmer Street Jamestown, N. Y.



Floating Duck Family For Your Garden Pool

Entire Set of 4 Postpaid **$2.95**

They're rubber and lifesize . . . to put life and color into your pool. They float. Mother Duck is white; three baby ducklings are yellow; all have colored beaks.

Send check or money order. Sorry, no C.O.D.'s

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HOUSE AND GARDEN STORE
524 N. Charles St. • Baltimore 1, Md.

DRIPLESS COASTERS

for Carefree Entertaining



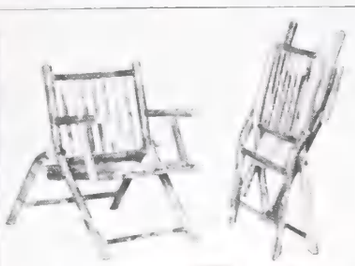
Permits no rings or drops to mar furniture or clothing . . . colorful plastic with suction cup attaches securely to bottom of any size, flat bottom glass. Coaster goes where the glass goes. The secret — a highly absorbent, long lasting bottom pad. Set of 8 assorted colors



$1 POSTPAID

Delivery within 7 days of receipt of order.

Bea's Gifts
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NEW— *Folding* OLD HICKORY Rustic

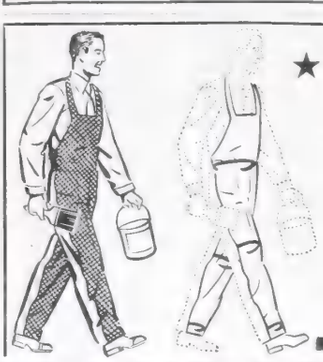
One of a group that also includes arm chair, settee, tables. All have double spar varnish finish, rust-proof hardware. Side chair (pictured), with curved spindle back and restful contour seat.

Only $12.95 (No C.O.D. Please)

Freight prepaid anywhere east of Mississippi. Send 25¢ for beautifully illustrated catalog of genuine Old Hickory Rustic and American Provincial.

Old Hickory Furniture Company
of Martinsville, Indiana

New York City Showroom: 40 West 51st Street



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Saves Clothes . . . No Muss & Fuss!

Clip it's on . . . flip it's off. Clips around the waist and legs easily for odd jobs around the house. No fuss and muss of getting into and out of regular tight-fitting overalls. One size fits all men and women.

Keep it in the car trunk for flat tire and other auto emergencies. Make sure your good clothes never get crushed, wrinkled or soiled. Wire is removable for washing.

IN BLUE DENIM ONLY **$1.98**

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Here is the first professional type potato and food chopper to be sold at a popular price. Mrs. Damar's Jiffy Chipper is simple, sturdy, and extremely easy to use. Just insert a whole potato, press the handle, and *presto*—24 perfect "French Fries"! It's wonderful for dicing other foods and salads too. Made exclusively for us in a rust-defying and gleamingly plated finish. Easy to clean, absolutely safe. A wonderful gift. Sold exclusively by mail, at only $2.98 postpaid or C.O.D. plus postage charges. Money back in 10 days if you are not satisfied.

ONLY **$2.98**



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- Makes full quart at one freezing
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Window



TAKE THE CUE away, add a croquet mallet, substitute the front lawn for the pool table, and you've got the outdoor game sensation of the season. Called Lawn Billiards, the court sets up with six metal pockets, comes complete with croquet equipment. Order a set and the whole family will be battling to keep from behind the 8-ball. $25. Abercrombie & Fitch, Madison Ave. at 45th St., New York 17, N. Y.



PASS THE BUCKET to a cigarette-puffing patio loafer and he'll help himself to his brand from the inside humidor, use the glass ash-tray cover. Made like the old maple-sugar buckets in a century-old New Hampshire workshop, this white pine smoking stand has birch hoops, an oak handle. 23½" high, 8½" wide, it's $5.50 ppd. Gifts of Character, 366 Madison Avenue, New York.



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Double capacity drainer with stand-up silver section allows dishes to dry without wiping. Red rubber draining tray guides rinse water to sink. Only $6.93 set.

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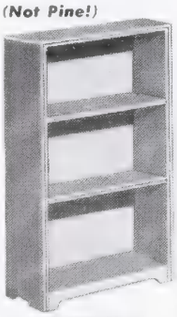
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37"x23"x7¾"
11½" between shelves

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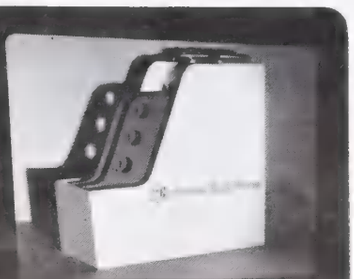
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Just shake a little Powder Chaperone on anything you want to protect. Your dog smells it . . . but you don't. An easy way to train. Harmless. Does not injure even finest fabrics. Prevents puppy damage to slippers, drapes, etc. Keeps male dogs away from female.

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Liquid Chaperone protects evergreens, shrubs, gardens, etc. from dogs, other animals. Harmless to plants and pets. Just spray on ... does not wash off. $1.

It's bathe your dog with **Chaperone Dog Cleaning Powder** ... cleans better than water. It's so much easier on you and your dog. Shake on, rub in, brush out. Giant Shaker Pkg. $1.

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Indoors or out your garbage pail will repel flies, ants, rats . . . even dogs and cats won't come near when you use SAN-A-LIZER. BUY SAN-A-LIZER! It's an unbreakable, harmless cake that fastens inside the lid of your garbage pail in seconds without tools. SAN-A-LIZER completely deodorizes garbage too.

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- ESCAPE PROOF • ECONOMICAL
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At last you can buy a mouse trap that is absolutely escape proof. Requires no setting or resetting. No springs or snaps to worry about. Made of galvanized steel. Very durable, will not wear out. Can handle more than one mouse at a time. This trap is designed for maximum efficiency. Small and compact, 1½" x 5½" x 4". Easy to operate, just bait and wait for that mouse that has been giving you so much trouble. Priced for only $1.00 per trap, post-paid.

For Each Trap Desired Send $1.00 to . . .

"PEMCO", INC.—434 W. FIRST—WICHITA, KANSAS

Shopping



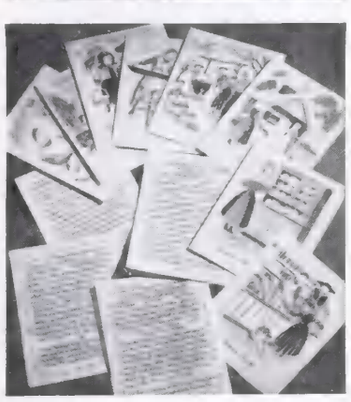
BURST IN TWO TIERS the fruits of summer, and their jewel-like splendor will make a lovely centerpiece. Or use this tiered bowl for serving popcorn and potato chips with cocktails, hot breads with dinner. 13" x 15" high, it comes in mahogany, Cape Cod (red) maple, antiqued Salem (golden brown) maple, or natural finishes. $11.50 exp. coll. C & T Associates, 3514 S. San Pedro St., Los Angeles 11, Cal.

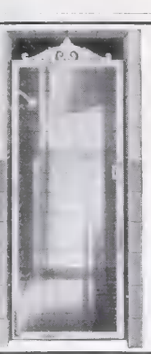


CAPE COD CAPERS are red suede-soled Indian head cotton slippers that look like leprechaun's boots. Completely washable, they're $3.50. (Send shoe size.) And in the matching red, white, and blue Bermuda-length shorts, with navy and white off-shoulder top, you're sure to be a Fourth of July sparkler. Shorts, 10-16, $5.95. Blouse, 32, 34, 36, $3.95. Ppd. No c.o.d.'s. Holiday House, Mattapoisett, Mass.



SHOO FLY PIE, *fastnachts* (raised doughnuts to you), and ten other Pennsylvania Dutch recipes are on the back of these gay cards. And on the front there's a Dutch family scene that ties in with each recipe. You'll use them for personal birthday messages, thank yous, or as a thoughtful little gift to the best cook you know. $1 for a box of 12 ppd. Grist Mill Antiques, Box 32, Basking Ridge, N. J.





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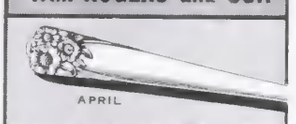
1847 ROGERS BROS.



HOLMES & EDWARDS STERLING INLAID SILVERPLATE



WM. ROGERS and SON

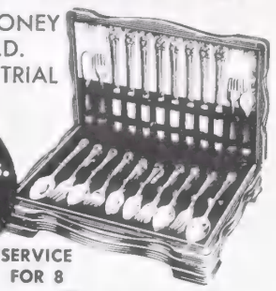


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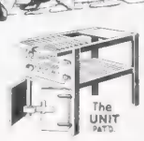
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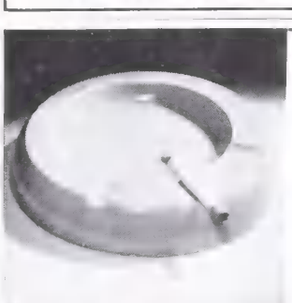




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All refuse, damp, green or dry is fully consumed. Scientific draft design completely eliminates fire hazard of flying ash, sparks, burning, blowing bits of paper. Intense combustion removes neighbor-annoying nuisance of flying scraps, smoke, smell. Sturdily built to last for years. Nothing to get out of order. Needs no watching. Will not blow over. Will not destroy grass or shrubs. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 23" square at base by 40" high. Weighs 23 lbs. Over 2 bu. capacity. Recommended by Bureaus of Fire Prevention. Full price $9.95—nothing else to buy. Sent F.O.B. Cleveland. Money back guarantee. Send check, cash, or money order to:

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KEEP YOUR HOME
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5-6 Rms.	24"	4250	29" sq. x 16"	1/4	43.50
7-8 Rms.	30"	5500	35" sq. x 17"	1/3	48.50
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Beauty massages in the privacy of your own home. This lightweight plastic patented machine replaces the busy hands of the finest masseurs. Rows of rubber massagers with INFRA RED heat tend to keep away that flabby fat feeling—so easy to obtain. So easy and convenient to reach all parts of the body. Excesses on stomach, thighs and hips just seem to melt away.

Heat and massage are often prescribed by physicians, athletes, beauty salons, etc., for the temporary relief of Muscular Aches and Pains due to fatigue and strain.

AC-DC 110 to 125 volts. Ready to plug in. SEND NO MONEY. Just forward your name and address. Postman will deliver ROLL-A-RAY right to your home. Pay him only $9.95 plus postage charges. If you prefer, send check or money order for $9.95 and save postage charges.

Home Test Products Dept. GR-20 Jackson Heights New York

Shopping



SOME WOMEN have a flair for beauty. They bring it into their lives with a single rose in a slender crystal vase, with a drift of chiffon covering bare shoulders. For such women, these exquisite Herend porcelain ash trays. Hand-painted in natural colors with birds, flowers, butterflies, each is a work of art. 4" long. $8 each. $15 the pair, ppd. No c.o.d.'s. John Mayer, Inc., 692 Lexington Ave., New York 22.



THIS PAIR GOES DUTCH to become the most engaging twosome that ever roosted on a dinner table. Ceramic salt and pepper shakers, reproduced from antique Pennsylvania Dutch originals, are gaily colored, stand 3½ inches high. They'll add spice to any meal, this cocky couple, and cost just $1.25 ppd. Charm Cottage Shops, Inc., 126 West River, Davenport, Iowa.

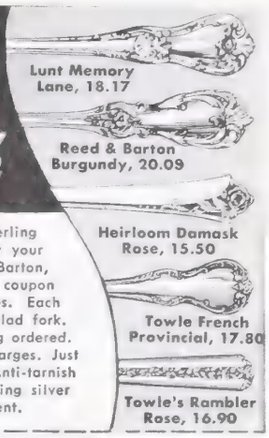


GET INTO THE SWING of an old-fashioned rope hammock and you just can't help yourself —you've got to relax. Of rugged construction, it has oak spreader bars, and comes with two galvanized chains. Now all you need is some shade, two old apple trees, and you're ready for summer reading, lazy-day cat-napping. 48" x 84", it's $18.95 postpaid. Abbey Decorative Products Co. Pleasant Valley, New York.



NEW Gorham's Lily of the Valley (Pictured at left) Now ready for members.

HEITKEMPER'S *Sterling Club*



Take this opportunity to buy the world's finest sterling for monthly payments as low as $1.50. Select your favorite pattern from Gorham, Towle, Reed & Barton, Lunt, International, Heirloom, Wallace. Fill in coupon below. In a few days your sterling silver arrives. Each place setting includes knife, fork, teaspoon, salad fork. Pay only $1.50 per month for each place setting ordered. Nationally advertised prices. No carrying charges. Just mail coupon today. No down payment. Anti-tarnish roll with each setting. Your favorite sterling silver is yours at last — easy — so convenient.

17.75

MAIL COUPON TODAY

Heitkemper's, Portland, Oregon

Gentlemen: I wish to enroll as a member of Heitkemper's Sterling Club.

Send _____ place settings of _____ pattern.

I will pay $1.50 per month for each place setting which includes knife, fork, teaspoon, salad fork. No down payment. No extra charge beyond nationally advertised price. Federal tax included.

NAME _____

STREET _____

CITY _____ STATE _____

HEITKEMPER'S 725 S. W. ALDER PORTLAND, OREGON

Install these yourself



***Adjustable* Window Guards**

Leave windows open in safety with these attractive, simply-designed wrought steel window guards. Sturdy, they are easily installed with no tools. Can be removed quickly with special key in case of fire, or for cleaning.

Fit windows 24 to 36" wide. No. 4 ($4.95 ea.) for windows 21 to 26½" high, sill to bottom of top sash. No. 5 ($5.40 ea.) for those 27 to 32½" high. Standard sizes for other heights. Write measurements. Send check or money order. Crated free. Shipped F.O.B. Specify freight or express.

Adjustable porch and step railing available in stock sizes. Write for details.

HAWKINS IRON CO.

315 N. 4th St. Birmingham 4, Ala.

Introducing



A truly amazing reproduction of burning oak logs, glowing and smouldering on your hearth or andirons at the touch of a switch. Hand made by craftsmen in the Belling Workshops at Enfield in the County of Middlesex, England, and personally guaranteed by C. A. Belling

Manufacturer of electric appliances of distinction for 35 years.

Price $25 (logs only) delivered to your home. Duty $3.50 (approx.) payable on receipt. Payment by Check or Money Order. Dimensions: 22" x 12" x 9½" high. 120 watts. Supplied for 110/120 volts unless otherwise requested. DIRECT FROM

BELLING & CO. LTD., BRIDGE WORKS
ENFIELD • MIDDLESEX • ENGLAND

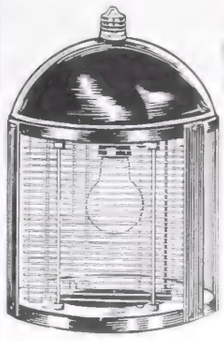


New Decorators Item

This new and unusual Cup, Saucer and Spoon holder for your priceless collection. Holds 12 cups & saucers and 15 spoons, either regular or demi-tasse. All hardwood with a hand rubbed finish, in either rich mahogany, or cape cod (red) maple, or antiqued salem (golden brown) maple, or natural (Blond) or Walnut. Measures 30" high, 25½" wide, 3" deep. Price **$17.50**. Express, Collect. Please, no C.O.D.'s. (Cups, saucers and spoons not included.)

C. & T. ASSOCIATES

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Goodbye

Mosquitoes . . .
Moths . . . Gnats

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Kill-A-Bug PORCH LAMP

$14.95

Get this useful, attractive electric fixture. Enjoy evening comfort. Kills smallest gnats to largest moths. Great for evening lawn parties on extension cord. Fits standard socket. No wearing parts. Lasts indefinitely except for usual replacement of ordinary light bulbs. Beautifully styled . . . durably made and finished. Only **$14.95** C.O.D. plus charges or postage prepaid if you remit with order. (Price less bulb.) Guaranteed to please or money refunded. Order now.

Walter Williams and Company

Dept. HBK, 2410 N. Lakeview, Chicago, Illinois

FRENCH FRY

Potatoes, Chicken, Doughnuts, Onion Rings, Scallops, Shrimp



NEW EASY WAY

Now you can really enjoy cooking delicious French Fried foods without fuss, bother or mess! The famous Nazon French Frier cooks to golden-brown perfection, drains grease automatically, equipped with sputter-shield and large cool handle. Ideal for French fried potatoes, chicken, doughnuts, onion rings, scallops, shrimp, chops, oysters—in fact anything that can be deep fried.

FULL 4-QUART CAPACITY

The Naxon is the largest size household type deep French Frier now available. Keeps fat always ready for immediate use. Beautiful hammered silver-grey finish, temperature and rust resistant. Unit plugs into any 110-volt A.C. outlet. Maintains temperature automatically at 385 degrees. Shell is completely insulated to protect table top. Satisfaction is guaranteed.

FOSTER PRODUCTS

Dept. FF-3, 659 Main Street
New Rochelle, N. Y.

ONLY **$14.95** postpaid, or C.O.D. plus postage.



FLORENTINE SILVER ICED-TEA SPOONS

Fashioned after the historical crests of famous Italian Houses and cities. Set of 8 **$4.95** postpaid



TEA IN ENGLISH TIN BOX

With hinged lid and intriguing Crown Derby design. Contains 24 tea bags, a fine blend of tea from Assam and Ceylon. **$1.95** postpaid

No C. O. D.'s please

Write for Catalogue B-70

THE SALT AND PEPPER SHOP

445 EAST 86th STREET NEW YORK 28, N. Y.

Now!

YOU CAN HAVE THE FINEST *Sterling Silver* FOR JUST $2.00 A MONTH

and YOU RECEIVE Free!

- ONE INITIAL ENGRAVED ON EACH PIECE.
- A HANDSOME TARNISH-PROOF CHEST WITH NAME PLATE

Imagine acquiring a complete set of fine sterling silver this wonderfully easy, thrifty way! Choose this beautifully sculptured new Wallace design or select any famous pattern from such renowned silversmiths as: International, Gorham, Reed and Barton, Lunt, Manchester, Whiting, etc. You pay nationally advertised prices, no carrying charges, no interest, no money down. Just indicate your desired pattern in the coupon below. Order one or more place settings until you have the amount you want. You pay only $2.00 a month for each place setting ordered and you receive absolutely **FREE** an anti-tarnish silver roll for each setting, one initial engraved on each sterling piece, plus a magnificent tarnish-proof chest for 12 place settings.

Wallace's ROMANCE OF THE SEA $37.50
Heirloom's DAMASK ROSE $24.75
Watson's MEADOW ROSE $26.00
Gorham's KING EDWARD $26.00
International's PRELUDE $24.75
Lunt's MODERN VICTORIAN $26.00
Frank Smith's WOOD LILY $32.75
Reed and Barton's FRANCIS FIRST $31.00

The Giftorium

173 CANAL STREET NEW YORK 13, N. Y.

Please send me ..... place settings of ..... pattern

I will pay $2.00 per month for each setting.
Each setting consists of Knife, Fork, Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon.
Federal tax included. Engrave this initial .....

Name .....

Address .....

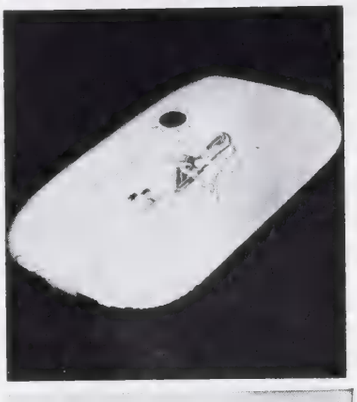
City ..... Zone ..... State .....



Window



IT'S A CANDY CAKE and it's incredibly good. Send it to your favorite birthday girl, and she's *sure* to have a happy fête. Just 4¼" wide, iced in white with sweetly modeled rosebuds, it has 5 alternating layers of Maramor-chocolate fudge and mint-flavored white fondant. Complete with a pink birthday candle, $2.75 ppd. Order from The Maramor, 137 E. Broad St., Columbus, Ohio.



SEA SLED that coasts you over the waves, cushions you while you sunbathe, is made of inflatable plastic. Use it as a surfboard for riding the breakers, tote it to your roof-top sun-worshipping spot. Brightly colored, it measures 4 feet x 2½ feet, it's $4.95 ppd. David Rodes, 225 West 34th Street, New York 1.



THE THOMAS WILSON is a footstool that's sturdy enough to be the favorite pull-up perch for a child at story telling time, or an extra seat at cocktail parties. You might even make a needlepoint cover for it. Made of solid Honduras mahogany, 17" x 12½" x 8¼" high. $10.95 in muslin, $11.95 with tapestry. The Chair Shop, P. O. Box 220, Hickory, North Carolina.



BOUNTZEE BOOTZ

One whole inch of foam rubber sole to give you the lift of your life! You'll b-o-u-n-c-e th:ough your housework . . . to the shower . . . to the beach . . . a.l over town! Choose *The Beachcomber* in white terrycloth with red or navy trim, or *The Rocket* in faded blue denim with red, white or blue trim. Sizes: small, medium and large.

$3.15 postpaid

(No c.o.d.'s, please)

FERN WHITE

13317 WOODBRIDGE SHERMAN OAKS, CALIF.



It's fascinating and easy to paint textiles at home . . . with ALART

Join the throngs in this new pastime and hobby! Paint blouses, scarfs, ties, skirts, luncheon sets, sports shirts, towels, etc. of pure silk, wool, cotton, nylon, linen, rayon fabrics. Color-fast, washable, cleanable, already mixed, leaves no stiffness. Handles like paint, works like dye. Easy to do with brush or finger painting. Anyone can do it. Non-inflamable. Complete instructions. Kit of 10 jars, 4 colors plus accessories, **only $2.95**. Kit of 20 jars, **$6.95** ppd. (Calif. add 3% tax) Send check or M.O. for your kit **TODAY**. No C.O.D'S.

ALART PRODUCTS CO. DEPT. M
Box 1124, Beverly Hills, Calif.

ideal for blending salad dressings

MIXING BOWL



A Good Mixer . . .

ONLY $2.95 POSTPAID

For a well blended salad dressing, garlic butter for bread or steaks, here's the perfect bowl and pestle. Made of polished fine grained hardwood . . . has basic ingredients with "zest touch" suggestions burned around the outside.

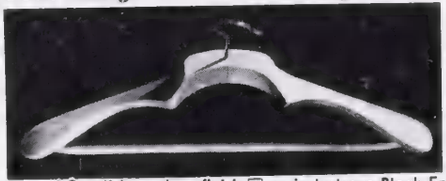
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Californians Only Add 3% Sales Tax

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ETT-BARR CO. BOX 401-M PASADENA 18 CALIFORNIA

WORLD'S FINEST HANGER

Extra Wide Coat Hangers For Men. Imported from Sweden



Deluxe clear lacquered Swedish modern finish ☐ or in lustrous Black Enamel ☐. Please specify. Full 20" wide. Selected wood. Nickel plated hook. Extra length trouser rod.

3 for $5 ☐ 6 for $9 ☐ postpaid. *No COD's, Please.* HB

NATIONAL HANGER CO., INC. 253 West 26th St., N. Y. 1, N. Y.

it's spectacular!

the amazing efficiency of

Waterwhip REVOLUTIONARY LAWN SPRINKLER



So simple to use! The "whip," a small 6" rifled rubber tube fits securely on the pointed aluminum base – screw on your hose – push the spiked base into the ground and turn on the hose.

The magic whip dispenses a steady, large volume of water with rotating and reciprocating action over a wide area in gentle rain-like drops. "What a miracle of performance" you'll exclaim.

No moving parts, nothing to rust, clog or oil. Fits any standard hose.

ONLY $1.50 POST PAID

Dept. B-7

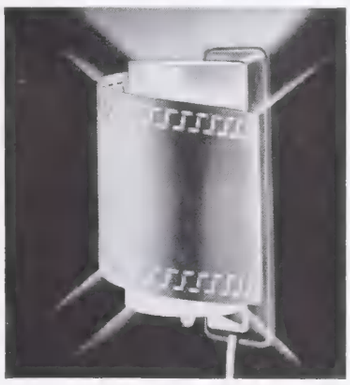
GUARANTEED PERFORMANCE – OR YOUR MONEY BACK

INTEGRATED SUPPLY CORP. · 44 WALL STREET NEW YORK 5, N. Y.

Shopping



EASY ON THE EYES of the TV-viewers at your house, or of a high school senior who needs light shed on those French verbs, is the Louvrelite. A really good looking modern pin-up is bandled in decorative perforations, comes in ivory, light green, dark green, light blue, dark blue, Chinese red, dubonnet, yellow, gray, peach, and chartreuse metal. 9" high. $2.95 ppd. M. L. Dunn Co., 134 E. Third St., Dayton, O.



A PINT-SIZED WIMPY will volunteer for KP if he has the Fit-A-Bun kit to do the work for him. Just scoop up chopped meat, press it through the ring and out come 4" wide, 1¼" thick hamburgers that fit rolls perfectly. And you get six to a pound! Use it, too, for hash patties. Made of cast aluminum. Fit-A-Bun comes in a vinylite draw-string bag. $1.95 ppd. Eaton's of Waukazoo Woods, Holland, Mich.



MIDSUMMER MADNESS is three parts coquetry, one part mild annoyance, and should be fortified with a change purse that makes a lady a little bit independent. Made of fine leather, it holds bills and change, has room for a lipstick, too. With a gold metal key chain attached, it measures 3¼" x 2¼", comes in red, navy, or brown. $3 incl. tax and post. Marie Fitzgerald Shop, 184 North Ave., New Rochelle, N. Y.

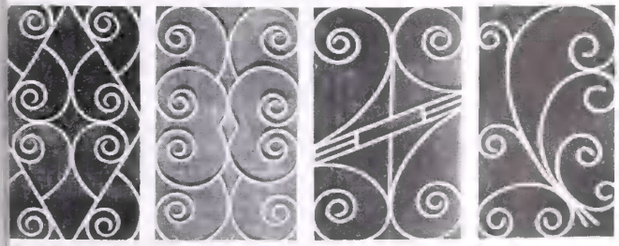




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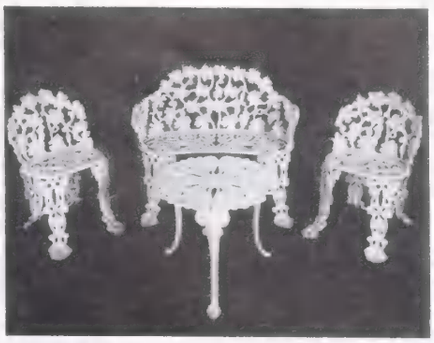
WROUGHT IRON SCREEN DOOR GRILLS

16 NEW DESIGNS at NEW LOW PRICES



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NYE'S METALCRAFTS, Dept. G, P. O. Box 221, Dania, Florida





Send check or money order. Crated free. Pay freight or express when you get furniture.

AVONDALE FOUNDRY CO.

SPECIAL PRICES on this Cast Iron Furniture

Also in Cast Aluminum

Set #1 Grape Design

1 settee	$25.00
2 chairs at $15.00 ea.	30.00
1 table	12.50
Total	$67.50
Our Special Price	$44.50

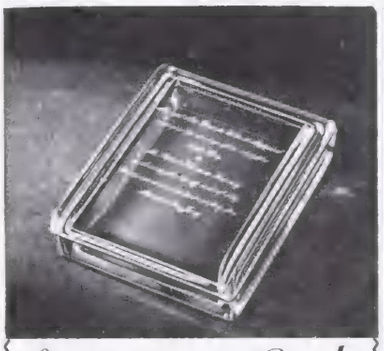
Set #2 Classic Design

1 settee	$20.00
2 chairs at $13.00	26.00
1 table	10.00
Total	$56.00
Our Special Price	$49.95

Painted in Permanent white. Sturdy. Graceful. Made by expert iron craftsmen.

Immediate Delivery.

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Invitation to Smoke

Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5¼" x 4" x 1½". Gift-boxed and sent directly to the bride, if desired. Delivery in about ten days.

$7.95 *postage prepaid*
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HOLIDAY HOUSE
17 Bellevue Theatre Bldg., Upper Montclair, N.J.



Brides Welcome this MODERN WAY TO DO DISHES

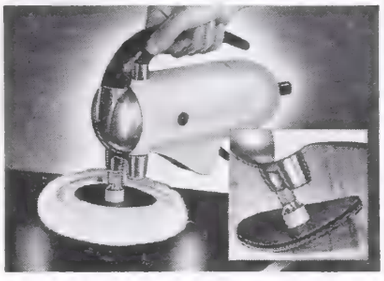
HANDI-MITE DISHWASHER

Even the groom will enjoy *brushing* dishes sparkling clean . . . in a fraction of the time . . . with the new Handi-Mite Dishwasher! Fastens to the faucet. Press button, and soapy water flows. Release button for clear, flowing rinse water. So quick and easy to use. *Saves hands, too!* Has 2 brushes: Nylon for dishes, brass wire for pots and pans. *She'll love it!*

Postpaid Only $9.75

Lifetime Service Guarantee

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Save time, effort! Let your kitchen mixer wax furniture, floors, auto; polish silver, glass, brass; sand wood, metal, ceramics! Just slip on Toolzon (fits any mixer or money back). Zip—tedious work done! Includes lamb's wool buffer, sanding discs, and all attachments. Thousands in use! Postpaid.

TOOLZON for kitchen mixer or workshop drill $3.00
Extra wool buffer $1.00
Dozen sanding discs 1.00

TOWLE MANUFACTURING CO.
BOX 265H • WALNUT CREEK, CALIFORNIA

NEW AUTOMATIC COLD DRINK DISPENSER FOR YOUR REFRIGERATOR



TAP-A-GLASS

COLD DRINKS ALWAYS ON TAP

Just fill *Tap-a-glass* with water, lemonade, soda, iced tea, etc.—place in refrigerator—and you have cold drinks "on tap"! So easy to use—press the stopper and *presto!* A glassful of your favorite cold drink in 6 seconds! Even youngsters can get their own drinks. *Tap-a-glass* holds over a gallon. Made of odorless, easy-to-clean, crystal-clear Polystyrene—you can always see when it needs refilling! 5" x 5" x 13½" in size. *Only* $2.95, *postpaid. Or* $2.95 *plus postage if sent C.O.D.* 10-day money-back guarantee.

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Dept. TG-3, 659 Main St., New Rochelle, N. Y.



$269
USUALLY $405

NEVER BEFORE at this unbelievably LOW price!

Castro Convertible* SOFA

So lavishly TUFTED . . . so elegantly styled
—you'd think it cost TWICE the price

- LARGER than standard double size, sleeps 2 very comfortably.
- Smartly TUFTED back, gracefully SHIRRED and TUFTED arms.
- Rich MOSS EDGING on arms and cushions, lovely FRINGE base.
- Automatic, disappearing HEADBOARD. Appears as bed opens, separates bed from sofa, disappears when closed.
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Created by America's foremost specialist in Convertibles

Why buy a single purpose sofa, or an ordinary sleeper, when you can buy a luxuriously smart decorator creation with the heavenly sleeping comfort of a *full size bed*—that's LARGER than standard double size! CASTRO Convertibles set a new standard of decorator elegance and luxurious sleeping comfort. Choose your Period or Modern Convertible from America's largest and varied collection. Other Convertible Sofas, not illustrated, from $179, Convertible Loveseats from $118, Convertible Sectionals from $118 each, and Convertible Chairs from $75.

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EASY TO OPEN Floating Action
—scientifically counter-balanced so that even a child of 4 opens it without difficulty.



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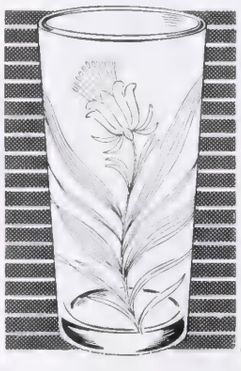
Window Shopping



SMALL PUPPETEERS will have their own "Thimble Theater" with Popeye and Olive Oyl. These rubber hand puppets will take any direction from a young stage manager who'll maneuver Mr. Spinach and his satchel-footed sweetie into side-splitting situations. Also available: Jolo, Foodini, Pinhead, Lone Ranger, Tonto. $1.25 each ppd. J. J. Anthony, Box 402, Milwaukee 1, Wis.



SUMMER SHAKERS. The scientifically designed "inner tube" that fits inside the salt shaker contains a wizard ingredient that keeps salt free-running, even with seashore humidity. Called Sahara Shakers, standard set (in rear) is $2. De luxe set (in foreground) is $3.95. Postpaid from J. H. Young Co., 1233 Penn Ave., Pittsburgh, Penna.



Graceful 12", hand-cut crystal vase, flower motif, **$10.95** ppd.

Lazy Susan from California, 13", with ceramic inserts—choice of chartreuse, yellow, grey or jade. Revolves on ball-bearing base, **$5.50** ppd.



Marling
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New York 19, N. Y.
Tel.: Plaza 9-7467

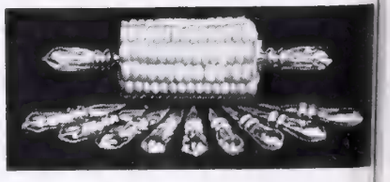


Canasta Glasses
with coaster-ashtrays
3.00 set as shown postpaid

It's a natural! Four 12-oz. sham-bottom highballs, each with its own black plastic coaster-ashtray to leave room for melds. Glasses are beautifully silk screened with: a red three, deuce, joker and ubiquitous black three. (Also with four aces for bridge, 3.00; or with 8 poker hands, 5.00).

Kemptons
464 S. Salina Street Syracuse 2, N. Y.
sorry no C.O.D.'s

Daintee Miniature Ear
CORN HOLDERS



Exquisite, all year, all purpose GIFT for the smart hostess or FOR YOU. Cast metal with sparkling SILVA-KROME non-tarnishing finish. You can have red hot buttered corn chunks without burning or buttering fingers. Use fresh or frozen corn. Send $1.75 for set of 8 (or C.O.D. plus postage), $5.50 for 2 sets, $5.00 for 3.

Also in Genuine Bello Silver Plate over Silvakrome, only $3.50 for 8.

BELLO GIFTS, Gardner 9, Mass.



Imagine this new "Cushioned Beauty" floor in your kitchen...



Such luxury underfoot! Your every step is cushioned on this restful rubber tile floor. Its beauty is a joy to live with through the years. And it won't wear out through decades of constant use!

Create your own floor designs in exclusive luxury colors! Only Rubber Tile, by the makers of Kentile, gives you all these beautiful harmonized colors and decorative ThemeTile inserts to make *your* floor exclusively yours! And lovely colors stay true for life. They can't wear off... their beauty goes all the way through each cushiony tile.



This beautiful rubber tile floor *frees you from housework!* Just a swish of a damp mop keeps its glowing beauty lustrous, gleaming clean... it almost never needs waxing.

Yes, Rubber Tile, by the makers of Kentile, is a luxurious floor... but for all its beauty, all its added advantages... the cost is surprisingly low. This wonderful floor will outwear many ordinary floors and will save you money through the years!

Your local Kentile dealer will give you a FREE estimate on installing this beautiful rubber tile in your home. Look under FLOORING in your Classified directory for his name and address.

David E. Kennedy, Inc., 44 Second Avenue, Brooklyn 15, N. Y.

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RUBBER TILE

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The most beautiful thing on wheels

DOLLAR FOR DOLLAR

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PONTIAC



THERE'S NOTHING LIKE A PONTIAC — FOR BEAUTY,
FOR PERFORMANCE, FOR DEPENDABILITY AND FOR REAL LASTING ECONOMY

PHOTOGRAPH BY FRITZ HENLE



Typical West Indian landmarks are the conical, rough-stone sugar mills, reminiscent of the old days when the cane was milled on the plantations. Now lucky owners turn them into vacation houses. This one in St. Croix, Virgin Islands, is the home of Mr. Ward Cannaday.

How to leave home and like it

by Louisa M. Comstock

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels

Before you plan a habitual, year-in, year-out summer jaunt, here are a few of the reasons why you may wish to give thought to the lush and trade-wind-cooled islands of the Caribbean as summer vacation territory:

Prices are very much to your advantage. You'll find bargains in French perfume, Danish silver, Swiss watches, British leather, Dutch Delft-blue pottery, and foreign-make cameras in duty-free ports like Willemstad, Curaçao. You get something like a 40 per cent bonus throughout the British West Indies because of the devaluation of British currency. And low summer-season rates affect both hotels and transportation everywhere. You can see Jamaica, for instance, on a special summer package tour, eight days, all expenses included with accommodations at the Tower Isle and Myrtle Bank hotels, only $89. Pan American also, for instance, offers a summer reduction of 25 per cent on all Clipper round trips, and invites you to use it either to reach a single destination or to make a circle tour covering the entire excursion itinerary.

Entry formalities have been eased, as in the Netherlands West Indies, where you can stay for 24 hours with no formalities whatsoever, merely by producing a birth certificate. In the Dominican Republic a $1 tourist card covers all. In Jamaica, where car owners are no longer required to make a duty deposit, the car license fee has been waived altogether, and a special tourist driving license, good for 120 days, is yours free if you merely show your home state driver's license and sign your name.

Many new hotels, like the Dominican Republic's Montana, Puerto Rico's Caribe-Hilton, Grenada's Santa Maria, St. Vincent's Blue Caribbean, Haiti's Roosevelt—close to its International Exposition grounds—remain open all year. You might like a folksy place like the new Butlin's Bahamas Vacation Village on Grand Bahama Island, which is just that, plus swimming pools, private beaches, docks for boating enthusiasts, and a segregation plan whereby those who like quiet can have it, those who don't need not, and families with children can turn them over to a recreation program as healthy for the youngsters as it is a relief to their parents. Or you might prefer de luxe "city-apartment" accommoda- (*Continued on page* 95)

WATERVILLE TABLE: North of New York State's Cherry Valley emigrants from the New England colonies founded the pioneer village of Waterville. Here they left the original from which the Stickley "round table," pictured here, was developed. With extension leaves it seats **10** persons, readily served by means of the Lazy Susan.



Stickley "American" FURNITURE

rooted in the past, yet unfolding the promise of tomorrow!

Reflecting America's cultural growth from the days of pioneer Cherry Valley to the highly urbanized Empire State of today, Stickley "American" furniture has a charm and individuality all its own. It is more than "reproduction" furniture. Rather, it is a truly living American style — one that follows a basic tradition and character, yet ever evolves to fit the changing needs and means of today's homes.

Every Stickley piece has the characteristics of custom-built furniture — is soundly and honestly built from solid cherry — famous fruitwood that has gone into treasured American creations for the last three centuries.



A STICKLEY "Little Heirloom" only $6.50 This handy footstool is typical of Stickley's cherry wood, solid construction and "Old Mansion" finish. Sold only by postpaid mail at the special introductory price of $6.50 Included with the stool is a full-size container of famous Stickley Furniture Polish, the dressing that preserves and beautifies the finish of any cabinet wood. L. & J. G. Stickley, Inc., Fayetteville, N. Y.

See Stickley Furniture at leading shops in principal cities.

Cherry Valley WORKSHOPS OF **STICKLEY** OF FAYETTEVILLE, N. Y.

It's Worth MENTIONING

by Julie Polshek

A king couldn't ask for more than this motorized, outdoor-indoor Foley Charcoal Barbecue Machine. Horizontal and vertical grills operate separately or in tandem. Motor-rotated spits boast four cooking positions, handle 1 or 8 fowl, 5 or 50 pounds of roast. There's a baking and warming oven, carving block, heat control throughout, pneumatic tires. Alum'num-finished steel $190; stainless steel $375. Marshall Field's, Chicago, Ill.



PHOTOGRAPH BY HEDRICH-BLESSING



PHOTOGRAPHS BY FRED LERNER

It's a rare parent who hasn't wished cars provided a folding play-and-napping bunk like Travelot for tots. Together, the locking sections create a car-length lounge; the long one alone leaves room for an adult to sit alongside. On outings, Travelot doubles as a picnic table. Sturdy top is waterproof Presdwood; structure and folding U-bases are steel. $13 a set (state car make, model, year). Lewis & Conger, New York, N. Y.

Old-fashioned, turned ice-cream is like no other. It's made just that way by this motor-turned, quart-size Handyfreeze. No work, extra speed. Ordinary ice-cubes and salt suffice for packing. A streamlined, insulated tub modernly houses an old-time scraping paddle and cream can. With extra cans you can freeze several flavors and refrigerate them, cans and all. $17. AC only; extra cans $1.50 ea. Hammacher Schlemmer, N. Y. C.





These adjustable Handi-Pak Basket Broilers wrap up every in novation a barbecue-er could wis for. Food *can't* slide out of the bo like bottom. The cover is complet ly separate. What's more, it adjus at *both* ends to firmly hold eve inch of the load, be it thick or thi Nickeled broilers are built to la 6″ x 9″ x 2″; 9″ x 12″ x 2½ 12″ x 15″ x 3″ (spaced for broil halves and lobsters). $2.50, $3.7 $4.95. Bloomingdale's, N. Y.



When the thermometer soars, the taller the drinks the better, be they hard or soft. These beaded-rim aluminum 12-ouncers serve 'em up king-size and icy-cold. Call it imagination but aluminum makes beverages taste extra cool. If the filled tumblers sojourn briefly in the refrigerator they acquire a frosty coat. Perfect for terrace serving, picnics, boats. The 6 are a mere $1. Miles Kimball Co., 33 Algoma St., Oshkosh, Wisc.

Barfair-77 Sail Preservative reaches yachtsmen after an illustrious career as a mildew-and-rot proofer—on Brigantine Yankee's world cruise, the Blue Dolphin and other famed boats. Beyond adding less than 1% weight, Barfair-ing leaves sails unchanged. It lasts 2 to 3 years—at least 1 even in extreme tropics. $5 a qt. (treats 300 sq. ft. 4 oz. canvas—non-water-proofed fabric only). Ratsey & Lapthorn, New York 64, N. Y.





With a Bunny Bear Carry-Crib stored in the car trunk, baby has the comforts of home anywhere. Rustproof plastic screening in top and sides "air condition" it and keep out insects—a boon for the beach and outdoor naps at home. Top zips wide open. The steel-legged Vinylfilm crib folds like a luggage rack with its 18" x 36" Vinylfilm-covered Tufflex mattress inside. Base is white enamel. $19.95 complete. Carson's, Chicago, Ill.

Like the 1949 Master DeLuxe Barbecue Cart, this 1950 streamlined model achieves barbecueing perfection by two vertical, heat-controlled fire beds that blanket food in reflected heat. The sleek new base detaches all-in-one to convert the cart into an indoor fireplace grill. Modernized chassis is of weatherproofed, rust-resistant plated steel. $38.95, incl. interchangeable broiler and spit. Woodward & Lothrop, Washington, D. C.



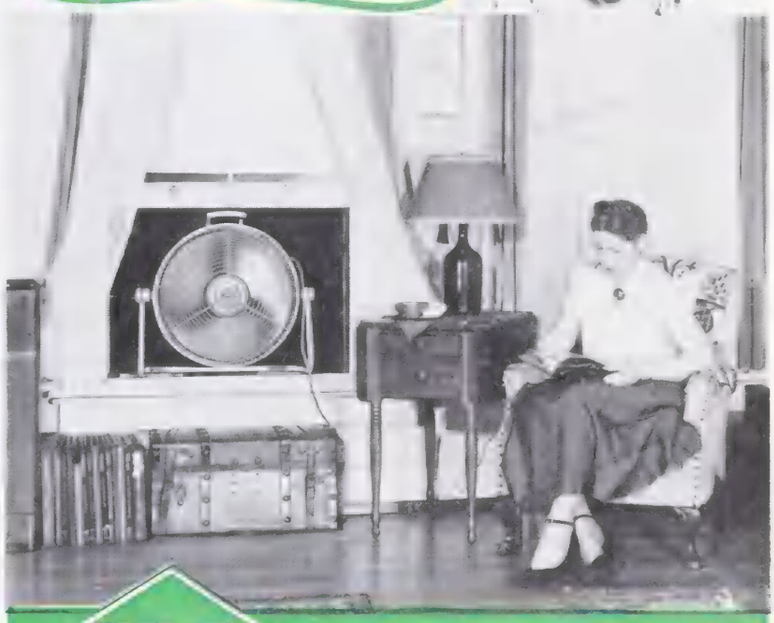


This easily-toted Kitch-N-Kamp Griddle cooks picnic "eats" in short order, and does them to a "T." A mere dime-size fire readies it for grilling in one minute. Minus its metal stand, the 10¼" x 16" cast aluminum griddle performs with equal aplomb on the kitchen range or outdoor grill. It's reinforced to prevent warping and a special finish keeps food from sticking. $2.95, with stand. Mayfair Gifts, Forest Hills, N. Y.

"Thank goodness for our ILG Fan"

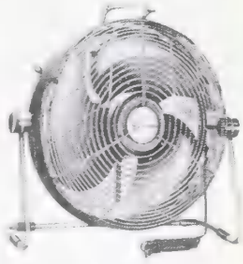
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House Beautiful
JULY 1950

You asked these questions about



The American Style



How do I recognize the American Style?

You recognize it by its perfect blend of good looks and usefulness. If the design you are looking at leaves anything to be desired in practicality, then it is probably not truly "American." Any product consisting primarily of a facade with only a thin performance behind the facade is ruled out.

Is the American Style traditional or modern?

It might be either—or both—provided it qualifies on the score of usefulness. Antiques and traditional designs are not ruled out, per se. But they must have great functional value. The criterion of performance will eliminate much traditional design—as well as much modern.

Is the American Style a fixed style like Chippendale or Sheraton or Adam or Federal or Early American?

No. You cannot identify it by the shape of a chair leg or the pediment on a chest. Its forms are changing and will continue to change as long as it is an expression of our changing way of life and our changing society. As long as Americans are free to do what they want, this style will never reach a status quo, will constantly be changing and improving as we try to better our living.

Where did the American Style come from?

It grew out of the American soil and our way of doing things. The women who made quilts and hooked rugs, the men who carved buttermolds and fashioned weather vanes, the Shaker furniture makers, the carpenters, the California mission craftsmen—all contributed to our indigenous culture from which this style is emerging.

Why has it taken so long for an American Style to emerge?

Because America has had so many foreign influences to assimilate and merge. Just as our citizens have come from all parts of the world, so have our ideas about form, beauty, and design. These ideas had to be synthesized before we could produce a native expression of our own.

Who is creating the American Style?

Everybody! Designers, factory production managers, technicians, laboratory workers, chemists, architects, decorators, landscape architects, retailers, manufacturers . . . anybody who takes a critical attitude about how we live and tries to improve it by making something better. This style has no oracles, no dictators, no fountainheads. It is made by many forces, interacting on each other, over a long period of time. It is shaped by our national attitudes that make us all want to live better.

Has the American Style been accepted by the people?

Yes. It is the People, above all, who are responsible for it. For, in a society where sales success affects *what* is made, and *how* it is made, the customer is King. Wherever the People's Choice is undistorted by geographical distribution or price, sales success amounts to a sort of popular vote on what the people want and like. By spending their money on what they like, the People accept or reject the experimental efforts of designers.

How does the American Style differ from European or Asiatic or Latin-American Styles?

In a truly American design, no shape, or line, or ornament is used for itself alone, because it is authorized by a school, or a government, or court. The shapes of American products are designed to suit their purposes—American purposes, which are in themselves different from those of other people, just as our living habits are different.

Why hasn't somebody recognized the American Style before now?

Probably because it is hard to see clearly what is closest to us. Perspective about oneself is notoriously elusive. Also, very few people have access to all kinds of sales records in all the fields pertaining to living, *as well as* access to pace-setting homes in all parts of the country. One without the other would not be enough. Editors of home and shelter magazines are fortunate in having these opportunities. But unless they travel a lot, and have receptive minds to understand what they see, they are likely to miss the essential underlying theme. They must know how to read the whole social scene before they are equipped to draw reliable conclusions.

The American Style means



Enjoyment—not Show

It is primarily a point of view that considers tangible returns in comfort and service more important than superficial effect. This beach house—built, furnished, and landscaped for $12,500 shows what we mean

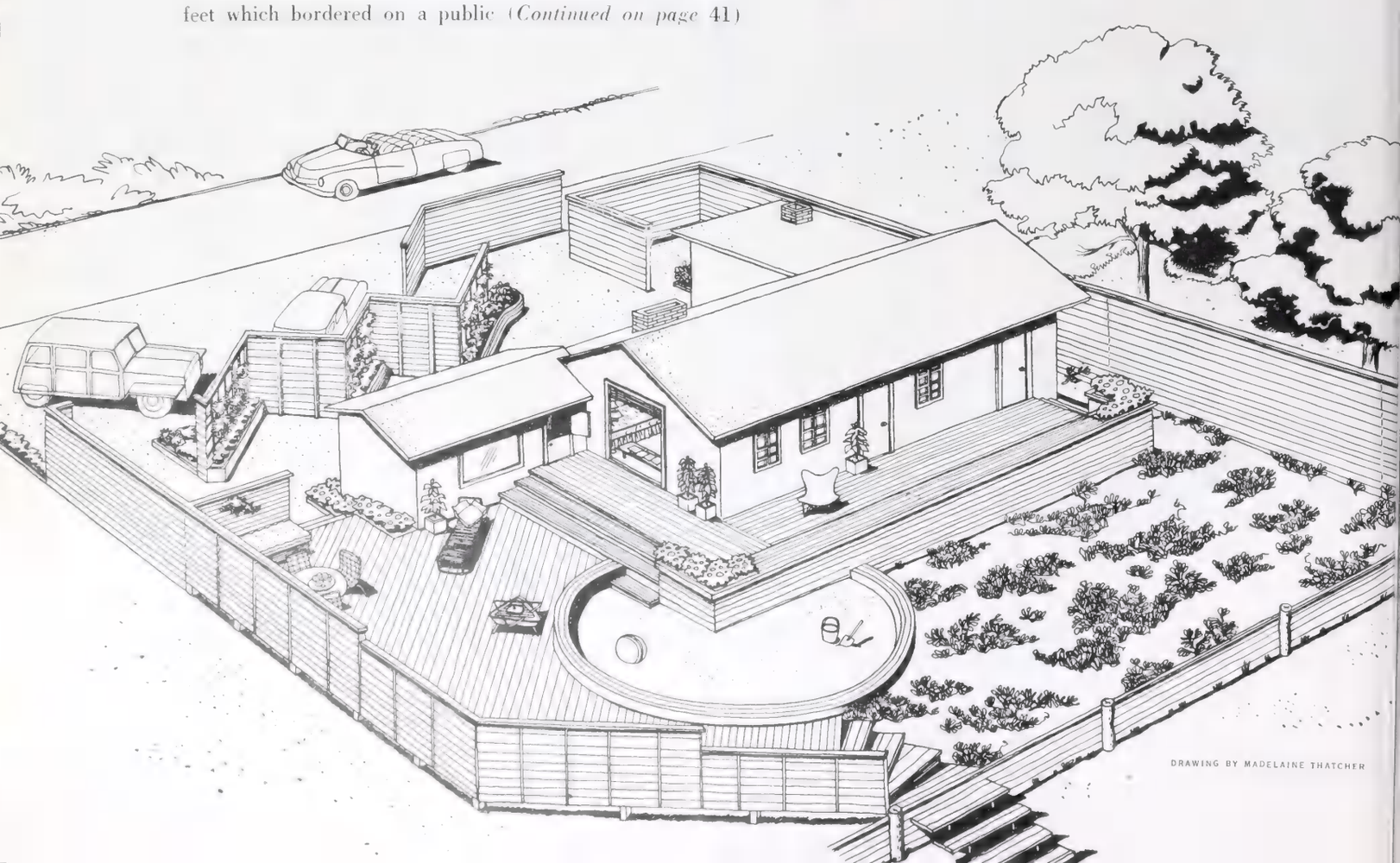
by Mary Roche

"Yankee ingenuity"—a dominant note in the American character since way back when—is an indispensable ingredient of the American Style. But it amounts to a good deal more than a knack for inventing astonishing mechanical contrivances. It really means a talent for solving very present problems in a very practical way, and coming out with an answer that looks as well as it works.

See what ingenuity has gone into the design of this small beach plot at Aptos, California, and you will recognize the Style. The house, by itself, is nothing. But the property as a whole offers more than many estates three times its size.

The owners—Mr. and Mrs. Ernest Meyer and Charles B. Kuhn—started out with a modest lot measuring 75 by 102 feet which bordered on a public (*Continued on page* 41)

When fences are angled for privacy, living starts at the lot line. See how zig-zag fence in rear creates off-street parking space, while terrace (seen in color on our cover) more than doubles the area of this unpretentious house.



DRAWING BY MADELAINE THATCHER



High redwood fence gives privacy from neighbors and road, is pleasant textured background for climbing plants. Yellow cushions of "Restfoam," covered with vinyl-coated "Fiberglas" which does not fade or mildew. Furniture designed by Van Keppel-Green; barbecue grill, by Harris Armstrong.

Since the beach below is public, a round sandbox for private sunning was incorporated into the design of the deck and terrace by landscape architect, Thomas Church. Trees soften straight lines of fence bounding property. All of the wood is finished with Cabot's Creosote Shingle Stain.





A zig-zag fence like this one behind the house makes the yard seem bigger than it actually is since a moving line always appears to enclose more space than a straight boundary. The fence sections also provide an ideal place to feature plants where you can enjoy them from inside house.

Your eye is also fooled about the size of this tiny bedroom which looks larger than it is because the decoration really begins with the fence standing several feet outside the window. Your eye travels from the yellow coverlets on the beds, straight out the window, to the yellow fence beyond.

ALL PHOTOGRAPHS BY MAYNARD PARKER



A huge window looking out on the terrace makes the outdoor area look like another room and expands apparent size of living room. Couch piled high with cushions serves as a sofa during the day, as an extra bed at night.



Roll-up screens are used at windows instead of draperies which would only cut off the ocean view and make more work. All of the floors throughout the house are covered with easy-to-keep-clean asphalt tiles, plus washable rugs.

Enjoyment—not Show

(continued)

beach. It was hemmed in on both sides by close neighbors, and in the rear by a narrow road backed by a steep cliff. Their obvious problem—securing shelter and furnishings—was solved by the simple method of scrounging: A prefabricated garage, transported from a few miles down the beach, served as a nucleus for a simple house. Furniture was scrounged from relatives' attics and second-hand shops. But the essential problem—securing privacy—was solved by the planning of landscape architect. Thomas D. Church.

The key to this plan is that the owners' living area starts at the lot line. Every square foot of space is put to use: none is squandered for useless window dressing. Privacy is achieved by the ingenious use of fences. These are not the four straight walls of a prison yard, but a graceful series of high, low, curved, oblique, and zig-zag obstacles which gently stop the eye without seeming to confine the owners or repel the neighbors.

The whole design looks as well as it works. The essence of its elegance is that it *does* work to provide enjoyment.



Wallpaper strewn with giddy pigeons makes the kitchen an inviting spot for informal meals, although dining equipment consists of no more than carpenter-built counter plus high stools. Between meals, counter serves as work space.

by Wolfgang Langewiesche

How to manipulate Sun and Shade

There are dozens of tricks you can use—on either old or new houses. They range all the way from trees and vines to awnings, overhangs. Then there's the neat trick of making the house shade itself

HOUSE BEAUTIFUL'S CLIMATE CONTROL PROJECT

The most serious climate problem in most parts of the U. S., is our terrific summer heat. Winter cold is no worse in most of the U. S. than anywhere else in the civilized world. Besides, winter cold is fairly easy to deal with: You just heat harder.

But summer heat gets worse in St. Louis, or New York, or Kansas City than it gets in the Congo or in Sumatra, and summer heat is hard to deal with. So our houses should take advantage of every possible means to keep us cool in summer. And there are quite a lot at hand that most people don't use—don't even seem to know about.

One good way to do this is to doctor the sun and shade effects on your house. They're the alpha and omega of summer comfort in the U. S. A.

Sun and shade on your *house* feel almost like sun and shade on *you*. You may not believe that. You say: "When I'm indoors, I'm in the shade. That's what I have my house for—to keep out the rain, the wind and the sun, too. What's the difference whether there's sun or shade outside?" But just watch yourself. Get shade *on* your house in summer, and you'll be a different man or woman. Get sun on it, and you wilt. Get sun in winter, and you feel not nearly so cooped up. And here is the reason why.

When the summer sun shines on a wall, it often heats the outside surface so it is too hot to touch. Naturally, in a few hours some of that heat seeps through to the inside. The inside wall-surface warms up a few degrees. And that's enough. You wilt. A warm wall acts just like a radiant-heating panel. It *shines* heat at you. (More precisely, it keeps *you* from shining heat at *it*. It bottles up your own animal-heat in you. Same net effect.) To do that, a wall doesn't have to be *hot*. It may still be cool to the touch, only not as cool as usual. That's enough to make the whole room an oven.

And that is how summer heat really comes to us: from our *walls* (and our ceilings!). I mean the oppressive part of the heat, the last bit that breaks the camel's back. Outdoors in the shade, you often feel alright, even if the air is quite hot and the humidity high. But indoors, surrounded by those faintly warm walls, you wilt.

But why not just open the windows wide and let the breeze blow? Well, of course a breezy room is less hot than a stagnant room. But you still haven't turned off that radiant heat. It keeps shining heat at you regardless of what the air does. You still feel much hotter than you would feel if those walls were cool!

But why not simply draw the window shades? Doing that will only keep the sun from shining *into* the house. It does not keep the sun from shining *on* the house. Your walls still get warm. (*Continued on page* 44)

HOW ONE MAN MANIPULATED HIS OWN SUN AND SHADE

When Victor E. Carbonara decided to build a new house in 1939, he had the advantage over most of us. For Carbonara is a designer and manufacturer of aircraft instruments, celestial-navigation devices, weather instruments. The cookings and blusterings of the atmosphere, the changing paths of the heavenly bodies, have been "old stuff" to him for 20 years. The factors through which climate affects humans—vapor pressure, heat radiation, heat flow through materials, humidity, condensation, wind flow—all that was old stuff to him. And a house, come right down to it, is a device for the control of climate.

In planning his house, he knew he would make full use of comfort *machinery*. He would have a thoroughly engineered heating plant—which meant air conditioning, de-humidification in summer, attic fans, insulation and so on. An engineer naturally is not shy about using technical aids like machinery. But because he is an engineer, he wants his machinery simple. He doesn't want to do by gadgetry what he can do by basic design—by elaboration what he can do by simplicity. (He'd learned in aircraft work that beautiful gadgetry is bad. It



weighs too much and it can fail you at the critical moment.)

He knew he could not plan an elaborate heating plant until he first had the simpler thing: good insulation. And he would not plan his insulation until he had first done the still simpler thing: Design his house so it gets the necessary shade in summer, all possible sun in winter. For he says: "The sun is the most important thing that we've got."

But how to analyze sun and shade? The sun's path through the sky is different every day. Exactly where would the shadows fall, say, on a July the 4th at 5 P.M.? You try and figure that out on paper and you'll find it quite a job.

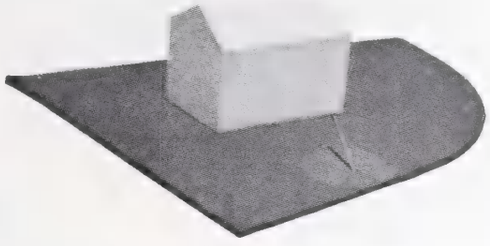
Then a house does not necessarily face straight north-and-south. Carbonara had been clever in buying his land. He had found a lot that was pie-shaped, bordering on a curved road. That way, the local building code would not dictate to him which way to face his house. He was free to turn it through a wide range of angles. But which was the best angle?

He faced up to another problem: A house is not always just a rectangular block. It has eaves and ells. Perhaps one wing is two-story, one wing single-story. How would the shadow of the high part fall across the low part?

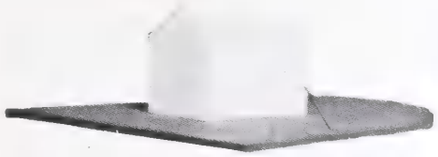
The problem gets still more complex when you consider each room, and the time of day you want to use it. For example, Carbonara likes to have sunshine with his dinner. Now this is simply not possible on a normal living schedule, in winter. Logically, therefore, he (*Continued on page* 92)

THE BIGGEST THING IN CLIMATE CONTROL IS SUN CONTROL

NO ROOF OVERHANG



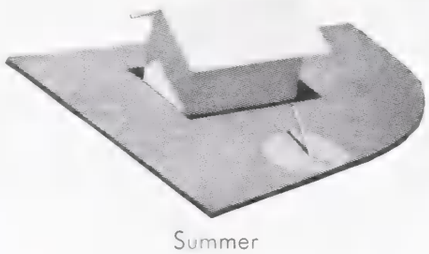
Summer



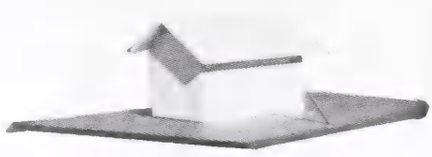
Winter

The "naked" house, without overhanging eaves, is a poor deal. It's hot in summer. You see lots of them, especially in postwar houses built strictly to a price. An overhanging roof costs money and this money does not produce more or bigger rooms. It does not make the house easier to sell. It merely makes it more livable for the occupants after it is sold!

ROOF OVERHANG



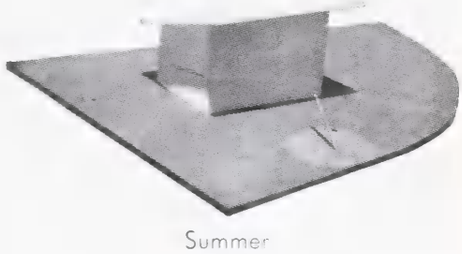
Summer



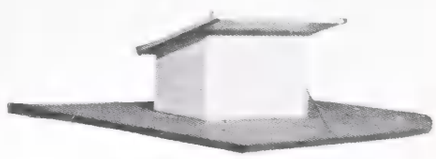
Winter

The simplest tool of Sun Control you see right here: the overhanging roof on the south side of the house. In summer (top) it keeps the sun off your house and keeps you much cooler. In winter (above) it lets the sun into your windows and against your wall. It's cheerful, it saves you fuel money, and it also makes the house much more comfortable to live in.

SHED ROOF



Summer



Winter

A "shed roof" makes sense, for it has the strongest Climate Control effect—*if* the high side faces south. Compare it with roof at left. Both give equal shade in summer. In winter conventional roof shades top part of house. If it is a two-story house, whole top floor is shaded. Shed roof lets both stories have all the winter sun. Sun shines deep into all rooms.

Sun and Shade (continued)





Cure for west porch

A west-facing porch isn't very useful unless it is shaded from low sun. This cure does two things: makes porch more habitable, and stops sun heat before it hits walls of house itself. Pair of aluminum Venetian blinds turn back sun rays, store away in protective boxes up on ceiling when sun is gone. A perfect control measure for keeping west wall of house cool. Home of Dana Lathams.

The best way to keep the house comfortable in summer is to keep the walls from warming up. The obvious way to do that is to keep the sun off the walls. (Even after you've exhausted all the possibilities of doing this, you still insulate your walls.)

In winter the story is the same—only the other way 'round. How you feel depends a lot on the temperature of your walls! If the walls are cool, they *shine* coolness at you, and *you* feel cool. Now, it's easier to make up for wall-chill than to make up for those oppressive warm walls. All you have to do is heat harder. But still, it's hard to get quite comfortable in a room with a cool wall. If you heat hard enough to make up for wall-chill, then the air in the room gets overheated and stuffy.

In other words, there are many ways to keep warm. You can have warm air and cool walls, or cool air and warm walls, or middling air and middling walls. You may feel warm enough in any of these three ways, but there's a different *flavor* to the warmness. It has to do with the feel of the air in your lungs, in your nose, on your skin, with the humidity of the air (overheated air gets very dry). It also has to do with such things as the ozone content of the air. The doctors do not yet understand ozone—but it's a big Factor X. The flavor of the warmness of a house has a strong effect on body and nerves and mind. Generally, you'll feel more cheerful, less cooped-up if the air is not too warm and the walls not too cool.

EMIL SCHMIDLIN, ARCHITECT



The "eyebrow" for south walls and windows

When you don't have a roof overhang (as in two-story houses) to cast shade on south walls and windows, all is not lost. Use an eyebrow. It can be made of canvas, vines, wood louvers—anything the sun won't shine through. An eyebrow can be added to old houses that were built before we understood about such things. A trellis to support deciduous vines looks well anywhere.

Canvas eyebrow (on House Beautiful's Pace-Setter House of 1949) is lashed inside iron frame. Canvas is taken down for the winter, so does not cast any shade in months you welcome full sun. Combination of eyebrow and roof overhang produce 100% shade on south wall in hottest months of the year.

DESIGNED BY STYER'S NURSERY FOR 1950 PHILADELPHIA FLOWER SHOW





Sun in winter

Shade in summer

So, if you can get the winter sun to shine on your walls, it does make a difference. You save money, because you don't have to heat so hard. You get the benefit of sunny weather even though perhaps you don't go outdoors at all. You feel more cheerful. You feel warm in a more *pleasant* way.

But back to summer heat and how to beat it.

Your best weapon against the sun is your roof—if it's designed to be a sun-weapon. For it can shade vertical walls. If it wasn't designed right, there are often things you can do to fix it—or at least improve it. (See pictures on page 43.)

The best place to begin is on the west side of your house. Why the *west* side? Isn't the south side the hot side of a house?

Right here is one of the big ideas in Climate Control. In winter, yes, the south side is the warmest side. But in summer, the heaviest heat hits the house from the west! It's a good thing to know if you want to build a house, buy a house, rent a house —or even rent an apartment: *The hot side is the west side.*

Why is that? Let's follow the sun around on a summer day. (What follows is true, in general, for any place in the northern half of the U.S. It is true, in general, for any summer day. It is exactly true only for places very near the 42nd parallel—say, Salt Lake City, Omaha, Des Moines, Chicago, Cleveland, Pittsburgh, New York; and only for the longest days of the year. The times stated are "local apparent (*Continued on next page*)

EDWARD HUNTSMAN-TROUT LANDSCAPE ARCHITECT

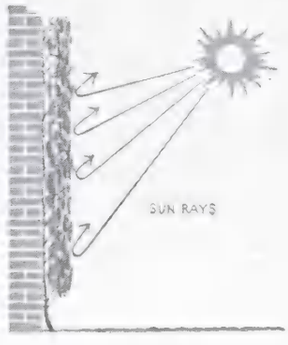


Vines—nature's shade-maker

Leaves are ideally suited to stop sun heat You can grow a whole wall of them inexpensively and fairly quickly—depending on where you live. Use them to shade terraces, porches or western walls. For more about vines, turn to page 103.



Ivy, growing on an chain-link fence, can be a fine shade-maker on the west side of a paved terrace or porch. It grows fairly fast, and makes a handsome barrier. A creeper vine on masonry wall makes a fine sun-stopper. (See below.)





Shade where you want it in the garden

Should your house be not blessed with trees, and if the house itself doesn't throw shade where you want to sit, copy this handsome shade-maker, designed by Robert Anshen for Mrs. Sylvia Silverstone in Taxco, Mexico. It's made of shingle splits, and supported on two handsome stone columns.

Sun and Shade (continued)

time." "Standard Time," shown on your clock, may differ by up to 30 minutes: "Daylight Saving Time" by up to an hour and a half. But forget about those technicalities. Let's get on to the general idea of how the sun moves.

On a summer morning, the sun rises not in the east, but more nearly in the *northeast*. For several hours, therefore, it shines on the *north* wall of the house! The south wall is still in the shade. But mostly, of course, the morning sun shines on the east wall. It hits the north side at a small angle: the heating effect is not very great. It hits the east wall at a blunt angle, almost head-on. The heating effect on the east wall is therefore quite strong. But, comfort-wise, it does not do much harm. The air is still cool at that time of day: the house itself is still full of stored-up night-coolness; in fact, on a June or September morning, you may often welcome this early shot of sun heat.

At 8 A.M. the sun is exactly in the east, fairly high in the sky. The east wall gets strong radiation. But the north side now goes into the shade: the south side begins to get sun. Note that the sun doesn't come around to shine on it until quite late in the morning.

Toward noon, the sun's angle on the east wall becomes so small that its heating effect fades out; and of course *at* noon the east wall goes into the shade. During the noon hours, now, the south side faces the sun most. But it doesn't get as hot as you might expect. Even on a "naked" house, without roof-overhang, the summer *noon* sun has less heating power than you might expect. It shines against the south wall from so high, and hits it at so steep an angle. That is one reason why the south side, the warmest side in winter, is *not* the hottest side in summer. An hour of high-angle *summer noon* sunshine delivers less heat against your south wall than does an hour of low-angle *winter noon* sunshine!

At 8 A.M. the sun is exactly in the east, fairly high in the from now on till sunset. In hours of sunshine and angle of sunshine, it gets exactly the same treatment from the afternoon sun that the east wall got from the morning sun. But the difference is, meanwhile, the day itself has become hot. The air is hot. The house has lost its night-coolness. So now, this afternoon sun is what pushes the day over the brink—from good to bad; from what the human body can easily handle over to what makes it suffer considerable discomfort.

By 4 P.M. the sun is exactly in the west. Now the south wall

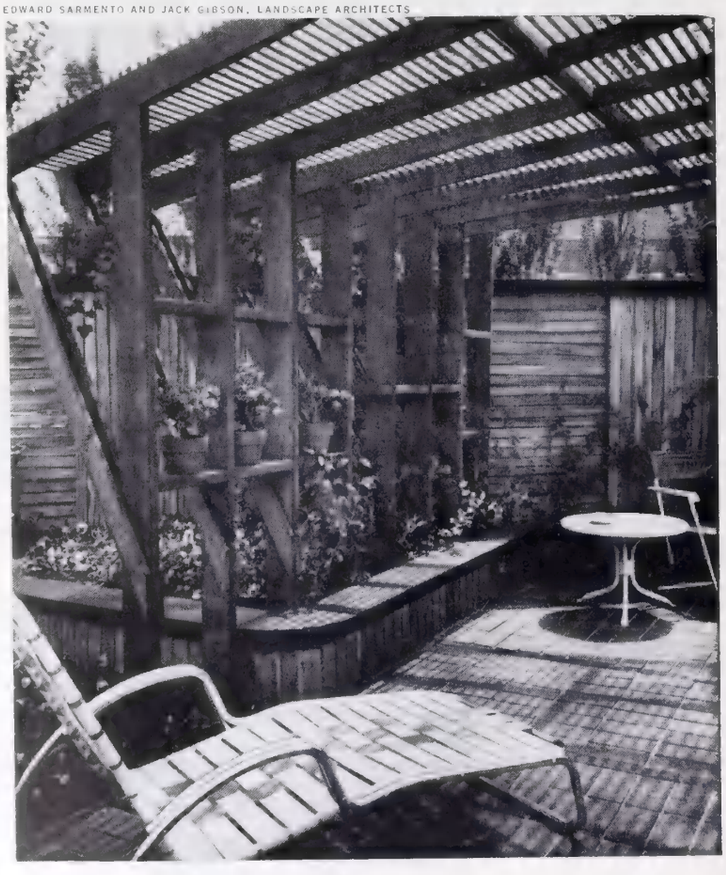
DESIGNED BY FARR NURSERY COMPANY



How to use a shade tree

When shade tree is directly *west* of screened porch, you get welcome morning sun for breakfast on porch or under tree. By lunch time, the terrace itself is completely shaded. As the sun moves around, the tree keeps deadly afternoon sun-heat off house walls.

EDWARD SARMENTO AND JACK GIBSON, LANDSCAPE ARCHITECTS



Shade for the small garden

If you don't have room for shade trees, protect your outdoor living area with a simple lath roof. This gives ample shade, allows for air circulation. It also makes an eye-level showplace for your shade-loving plants, like tuberous begonias, fuchsia, and ferns.

is in the shade for the rest of the day and begins to cool off. (That is another reason why the south side is not the hot side in summer: It gets the summer sun late in the morning and loses it early in the afternoon. It actually gets fewer hours of sunshine in summer than in winter!)

The west side now gets more and more sun heat as the afternoon wears on. The lower the sun sinks, the more squarely does it hit the west wall, and the more powerful become its rays. In the dry, clear west, the sun is sometimes at its most terrific just before sunset. In the humid east, the sunshine finally cools down a little during the last couple of hours, because the sun sinks down into haze and vapor. But even so, it's still hot. And this late afternoon burst of heat stores itself in the walls and keeps the house hot long after sunset.

But against the killingly hot, low afternoon sun of summer, an overhanging roof on the west side of your house does not help you at all. (*Continued on page 91*)



Individual shade-maker

Disagreement at the luncheon table over whether to sun or not to sun can be easily solved. Portable sunshade of rattan and black iron can put shade on exactly the spot you want it. Perfect terrace accessory designed by Van Keppel Green.

Man-made shade

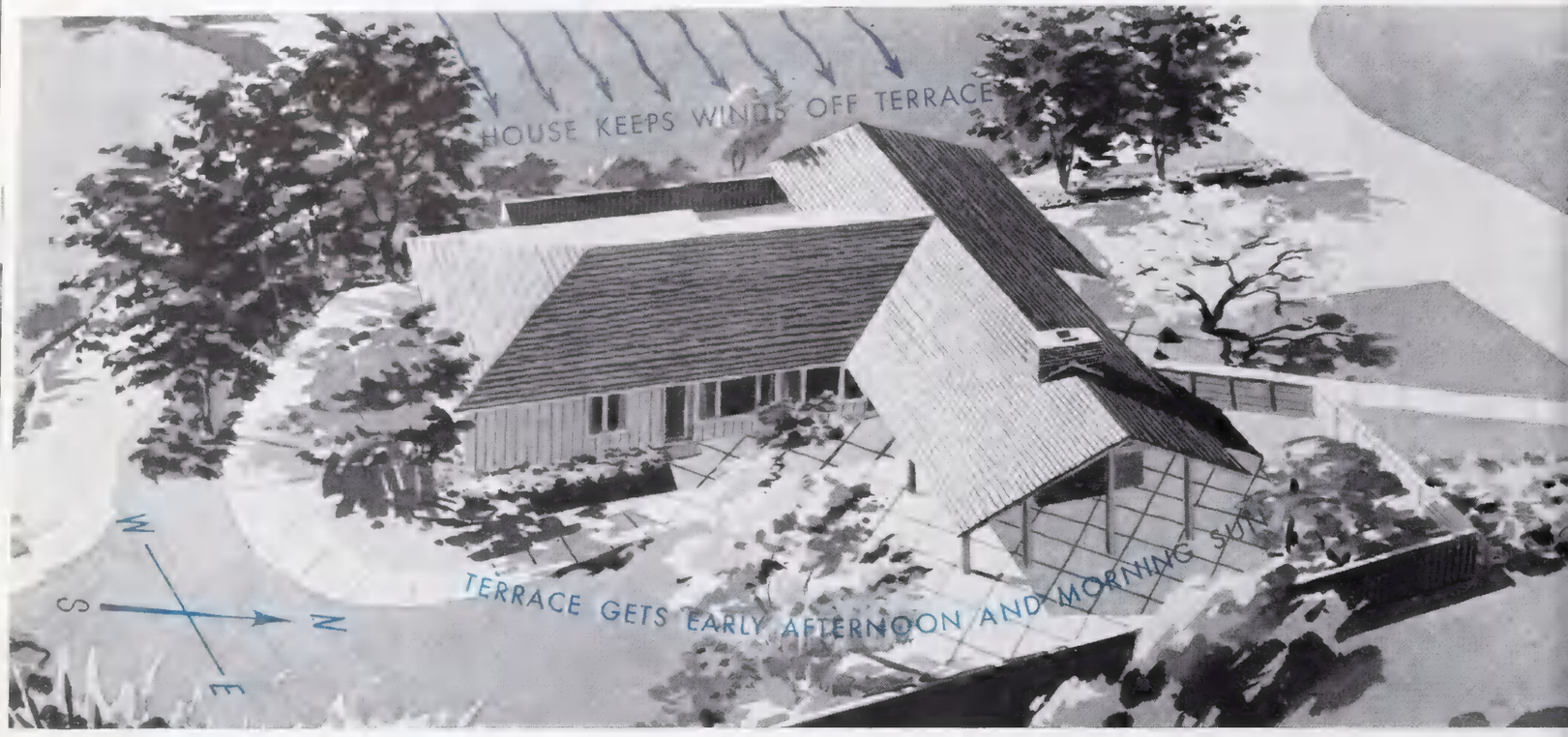
While you wait for your new trees to get big enough to do the job, use a good-looking sun-stopper like this. Bare space between roof and wall siphons off rising warm air. Curve in wall accents the effect. San Mateo Floral Fiesta.

PHOTOGRAPH BY MAYNARD PARKER

DON HANNIASTROM, LANDSCAPE ARCHITECT

A $25,000 Pace-Setter House

proves that ideas—not dollars—make better living



Here is the second of this year's 3 Pace-Setter houses. It shows that, even in the ready-built field, you can get a lot of good living at moderate cost— if you know what to look for and won't take less

Marcus Stedman,
Designer

Edwin Wadsworth,
Assisting architect

Germano Milono,
Consulting architect

Thomas Church,
Site planning and landscape design

W. & J. Sloane, San Francisco
Decorating and furnishings

Warde Corley,
Decorator for W. & J. Sloane

William Manker,
Color stylist

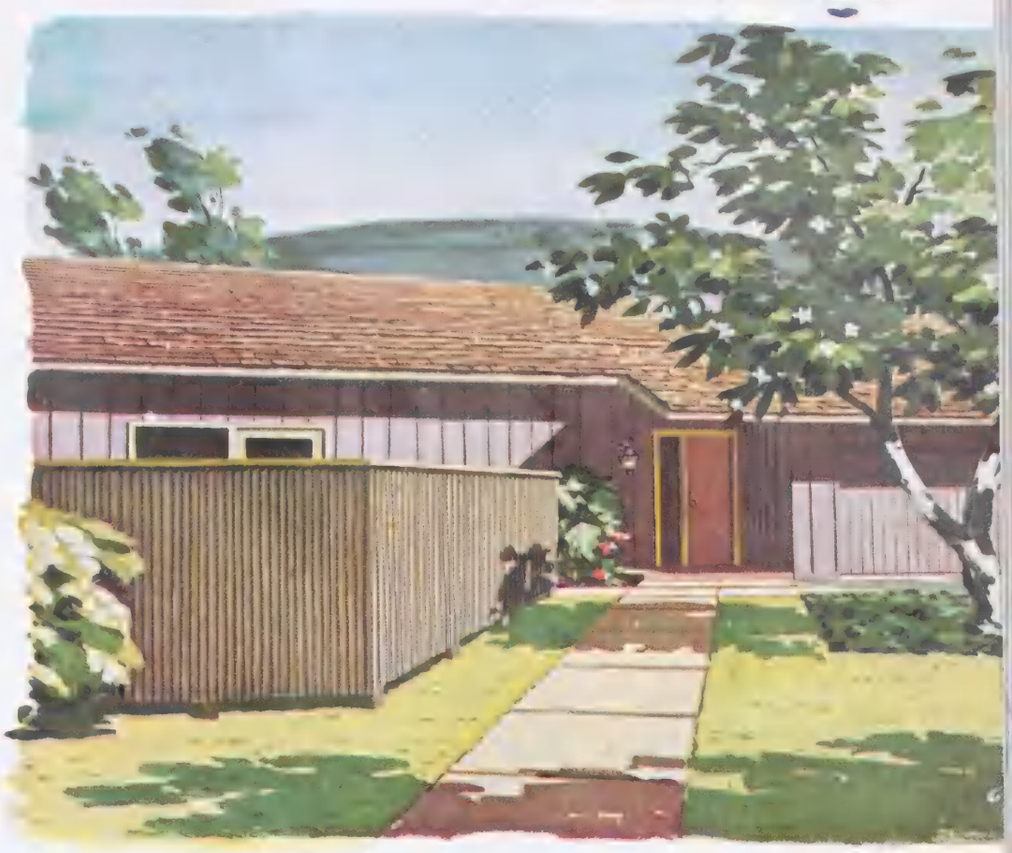
David Bohannon Organization,
Developers and builders

Since last month, when this home was first opened to the public, a lot of house-hungry people have gone through it. What they saw was revolutionary in the subdivision field. Here was a builder's house (he'll ultimately erect about 230 in this tract), built on an average-sized lot, with the looks, privacy, comfort, and amenities of an estate. The U.S.A. is full of houses costing twice the price and offering less in livability.

People ask: How can I get a house like this? The answer is simple: You *can* do it—and without being a millionaire—but you must know what's really important in a home and what's not. You must understand thoroughly what makes good value.

On these seven pages, you can see how this particular "good value" was accomplished: how the house was placed on its lot to yield sunny, wind-free living areas; how fences and plantings were used to win privacy from neighbors and street; how the house was furnished for casual good (*Continued on page* 51)

ALL DRAWINGS BY GEORGE COOPER RUDOLPH AND ASSOCIATES



The climate is "marginal." Like much of California, you can live outdoors in daytime most of the year IF you can be in the sun and out of the wind. House accomplishes this by wrapping itself around the terrace. Fences and planting also give wind control—plus privacy. In spring and fall this principle applies everywhere in U. S.

Street front faces north. By placing garage on northwest corner, front door gets a protected wind-free stoop. A 5-ft. fence gives privacy and wind protection to living room and porch. Result: a handsome yet unpretentious façade aimed not at impressing the passers-by, but at providing good living for the occupants.

You've a private—and better—climate on this southeast terrace. Protected from west winds and exposed to full sun, spring and fall weather will be really summery here. For rainy weather, the big porch offers protection; while for hot afternoons, the shaded northeast terrace offers a fine, outdoor sitting area.

House Beautiful's 3 Pace-Setter houses are on exhibition until Sept. 27. Read how to get there on page 106



You can have a Pace-Setter house and keep your homespun taste, too. Good modern design sets definite standards for performance but does not dictate style. So in the living-dining room, above, pine and chintz wallpaper and homey textures look perfectly natural with broad areas of glass. Note also how the part of the house you live in (see plan opposite) gets the desirable morning and early afternoon sunshine.



Cherry furniture of unaffected simplicity is the mainstay of the master bedroom. Desk and bench are pine. Contrasting color of printed drapery fabric accentuates "basic" color scheme. Keeping walls, bedspreads, carpet closely color-related makes room seem larger. Each bedroom has big closets, each its easy access to wide terrace. Such thoughtful Pace-Setter planning adds psychic dimension to even the smallest bedroom.

Pace-Setter House

(continued)

looks and easy maintenance. You can see that precious little attention was paid to "what people would think." Instead, they concentrated on the Big Three—Climate Control, Privacy, and the unpretentious hospitality that's characteristic of the emerging American Style.

Not that this house makes a bad neighbor—far from it. Take the problem of privacy. It's a two-way proposition; if you lack privacy, then your neighbor does too. So any measure you take to protect yourself also protects him. And sometimes these measures are surprisingly simple. If you study the plan of this Pace-Setter (right, below), you'll see that practically every window of the house overlooks its own garden. Now this costs no more than having them looking into your neighbor's drying yard. But it does take more knowledge and imagination —yours or your architect's or your builder's.

If you want winter sun flooding your living room the way it does in this house, you can get it. But only if you plan the room, the house, in fact, the plot with this in mind. The same thing goes for the master bedroom (bottom, opposite page.) Here you wake up to a real country vista, secluded and private. It's a good 200 ft. to the house behind; careless design would have windows looking right into the next-door kitchen 15 ft. away. That's why these rooms are bargains—somebody antici-

(*Continued on next page*)



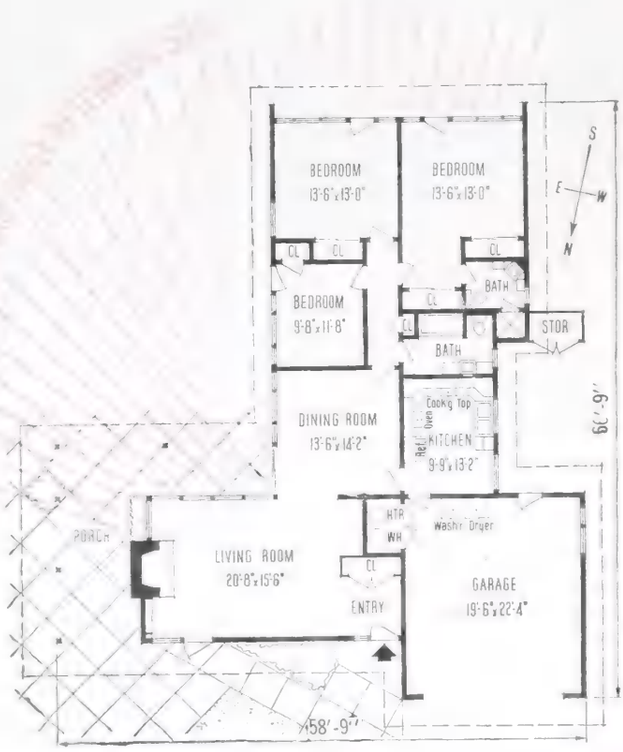
Both plot plan (above) and floor plan (below) help to make a better climate

Placed as near northwest corner of the plot as law allows, L-shaped house deflects winds yet gives outdoor living areas full benefit of sun. See how skillfully fences provide privacy and help control wind.

See how all major rooms are arranged to face south and east, toward sun and away from winds. Contrarywise, all service areas face north and west. Whole house gains privacy from this plan—plus fences.

Added delights of this house are the terraces off each bedroom. Seen through master-bedroom windows, below, is double chest that supplements pair of large closets. Good built-in storage space calls for less furniture, allows you more money to buy good pieces.







The living room is all the more livable because it is open to the garden on three sides. This would have been impractical were it not for the fences which insure privacy indoors as well as out. Tweedy textured carpet, leather lounge chair, a pouf that rolls, and a long sofa all provide for the creature comforts.

Pace-Setter House

(continued)



pated such problems long before the buyer ever saw them.

If you like the casual, lived-in look of these rooms, you're right in step with a major trend. For, if there's anything that marks the American Style, it's the discovery that a really well-designed, modern house offers a friendly background to *good* furnishings of any period. Our ancestors understood the importance of functionalism as well as we do. (Sometimes, for all their scanty resources, they understood it even better.)

So you don't need to apologize if your taste runs to old, mellowed oak instead of chrome and glass. What you do want to watch is that the pieces you buy have inherent simplicity, and fitness for the job they'll do for you. If you use these criteria in furnishing a house, you'll be surprised how well the pieces live together. And if you use the same criteria in buying, building, or remodeling a house, you can't go far wrong either.



Third bedroom, right, though small, serves adequately as study, doubles as guest room. Wall of windows and door to terraces are curtained in white print splashed with red and green leaves. Cotton carpet is mixture of red, green, and black. Furniture is pine or painted provincial.

Another view of the living room shows a cupboard with storage below and open shelves for books. Coat closet opposite front door forms small entry hall. Nearby chest-desk, with mirror, is convenient for guests. All woods, except painted chair, are warm pine.

DRAWINGS BY GEORGE COOPER RUDOLPH AND ASSOCIATES

This is a room for a boy who likes camping, horses, and no nonsense about his room. Beds of knotty pine resist rough-housing, as do their sturdy linen covers. Cowboy scenes over bed are part of branding-iron design wallpaper. Other walls are painted brown.

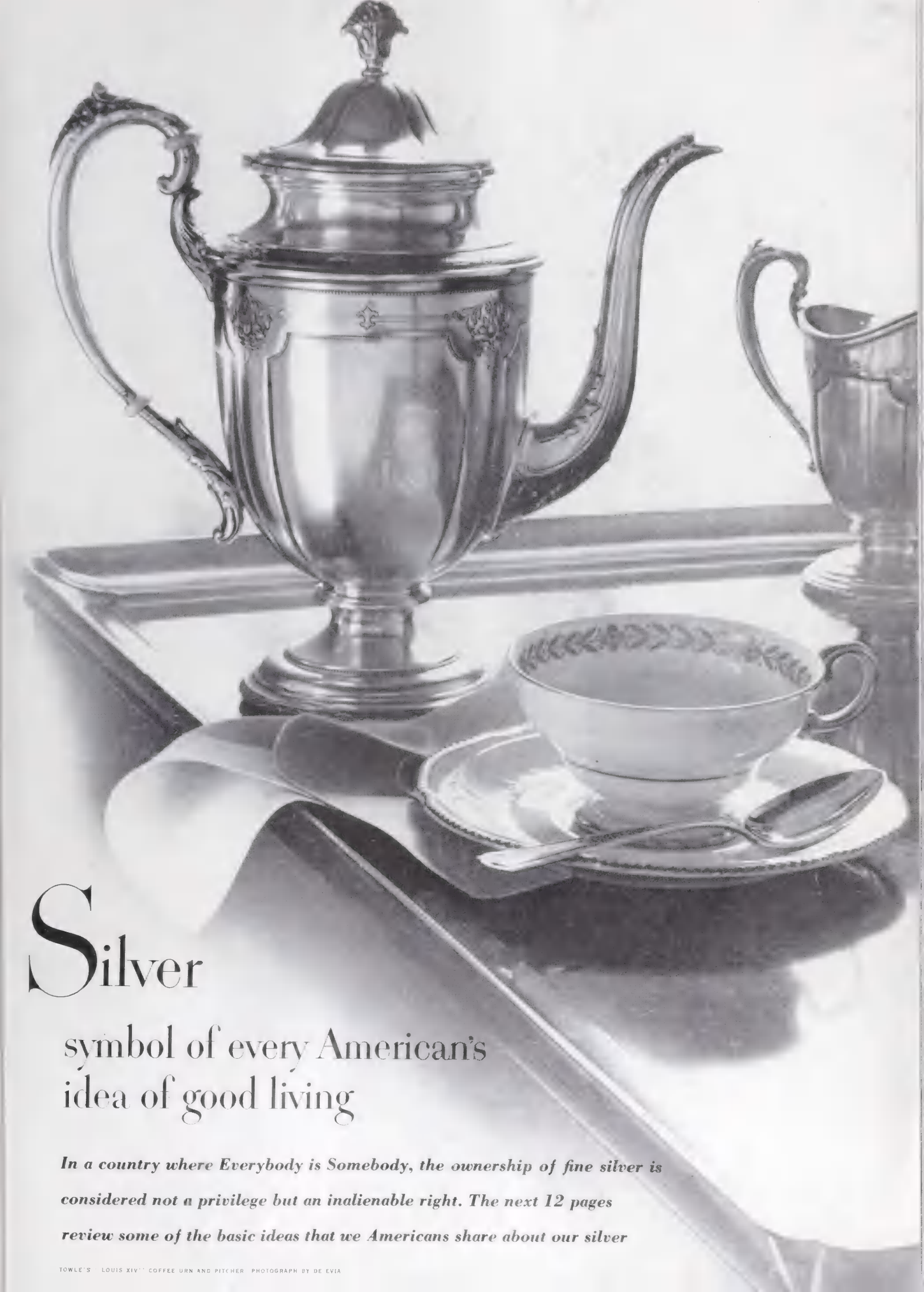
Pace-Setter House

(continued)

FOR BUILDING SPECIFICATIONS AND COMPLETE DETAILS ON FURNISHINGS TURN TO PAGE 10



Give a boy (or man) a desk for study that he can lean on, put his feet on. Hang a bulletin board above for important reminders. The chest of drawers, mirror, and desk are of the same worry-free knotty pine. Colorful rag rug is room-size, woven so the gay colors go round and round.

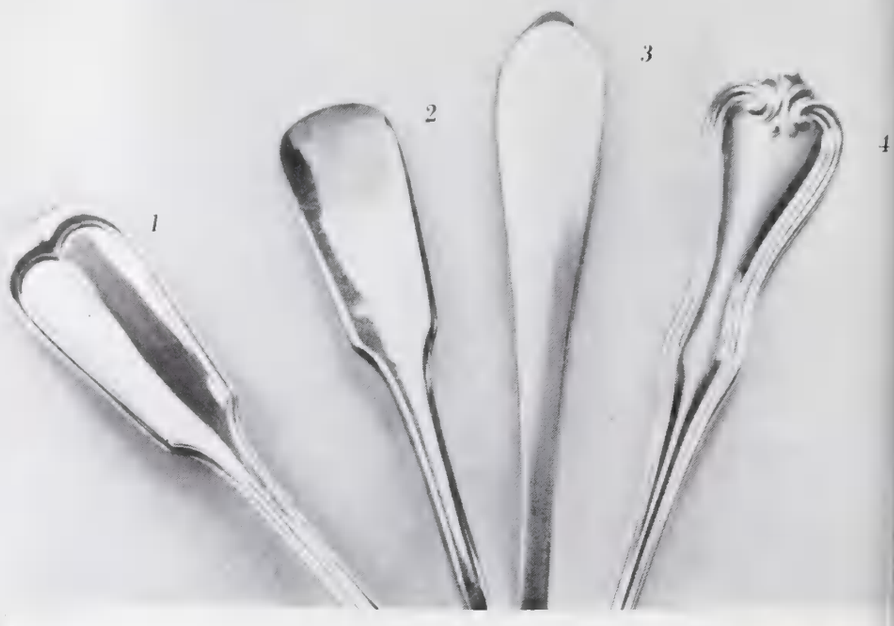


Silver

symbol of every American's idea of good living

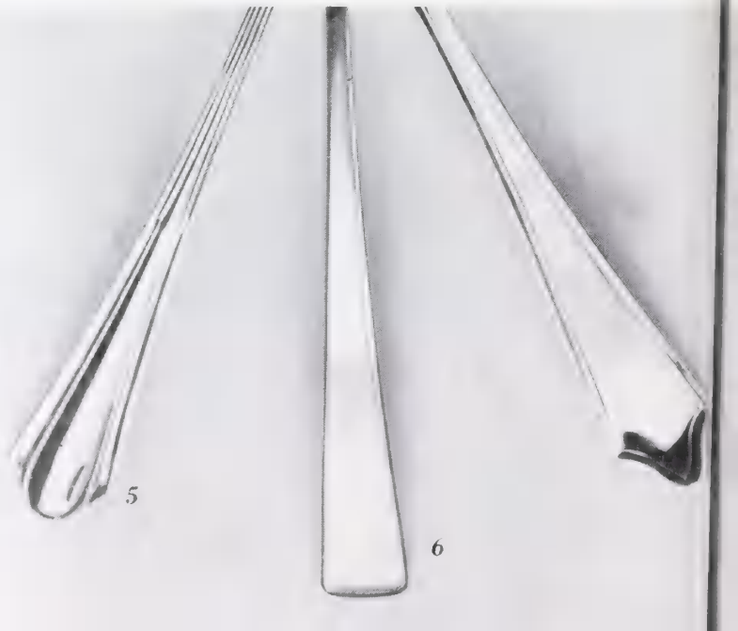
In a country where Everybody is Somebody, the ownership of fine silver is considered not a privilege but an inalienable right. The next 12 pages review some of the basic ideas that we Americans share about our silver

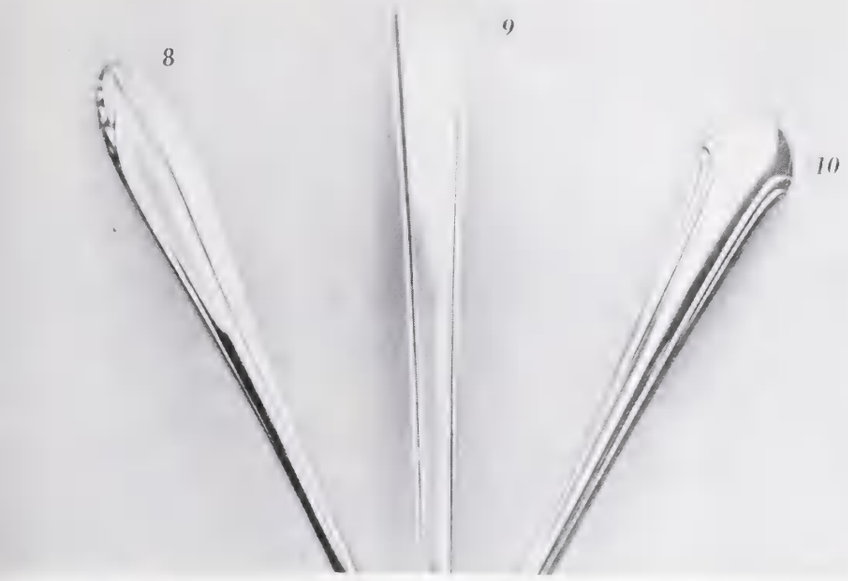
TOWLE'S LOUIS XIV COFFEE URN AND PITCHER PHOTOGRAPH BY DE EVIA



The American Style in Silver

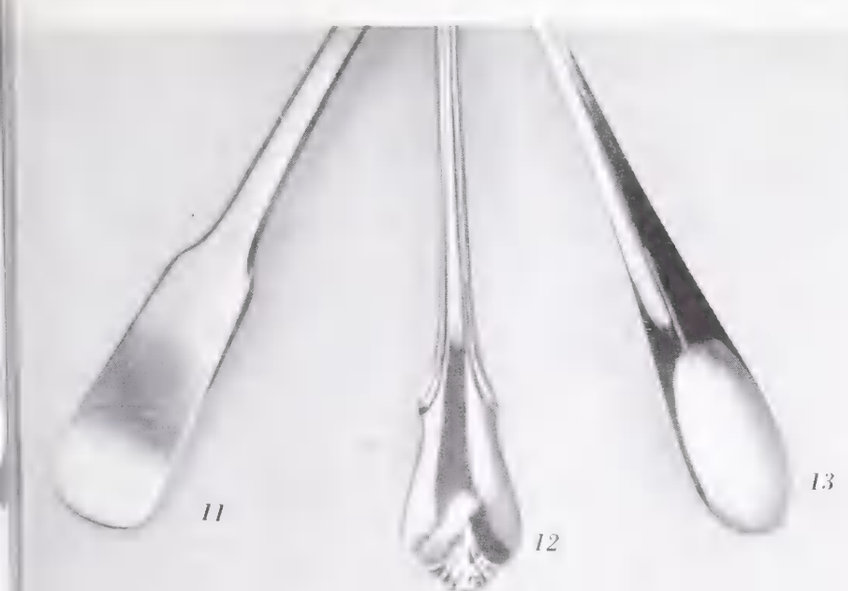
American silverware, with a look all its own, exemplifies our native talent for simplification. It's significant that our oldest surviving patterns are invariably the simplest. And our newest designs, even the most ornate of them, are tempered with a kind of elegant common sense, which makes them practical to use and enjoy day after day in our informal, servantless homes.







The classic Paul Revere bowl symbolizes the typically American faculty for simplification. Today Lunt's reproduction (above) captures this same purity of design.



1 "Fiddle Thread"—Frank Smith Silver Co.

2 "Colonial Fiddle"—The Watson Company

3 "Pointed Antique"—Reed & Barton

4 "Puritan"—Frank M. Whiting Co.

5 "Duncan Phyfe"—Amston Silver Co.

6 "Craftsman"—Towle Mfg. Company

7 "Classic Antique"—Tuttle Silver Co.

8 "Lasting Spring"—Heirloom Sterling

9 "Modern Classic"—Lunt Silversmiths

10 "Romantique"—The Alvin Corp.

11 "1810"—The International Silver Co.

12 "Grand Colonial"—R. Wallace & Sons

13 "Stuyvesant"—The Gorham Company

Give a different kind of Dinner Party

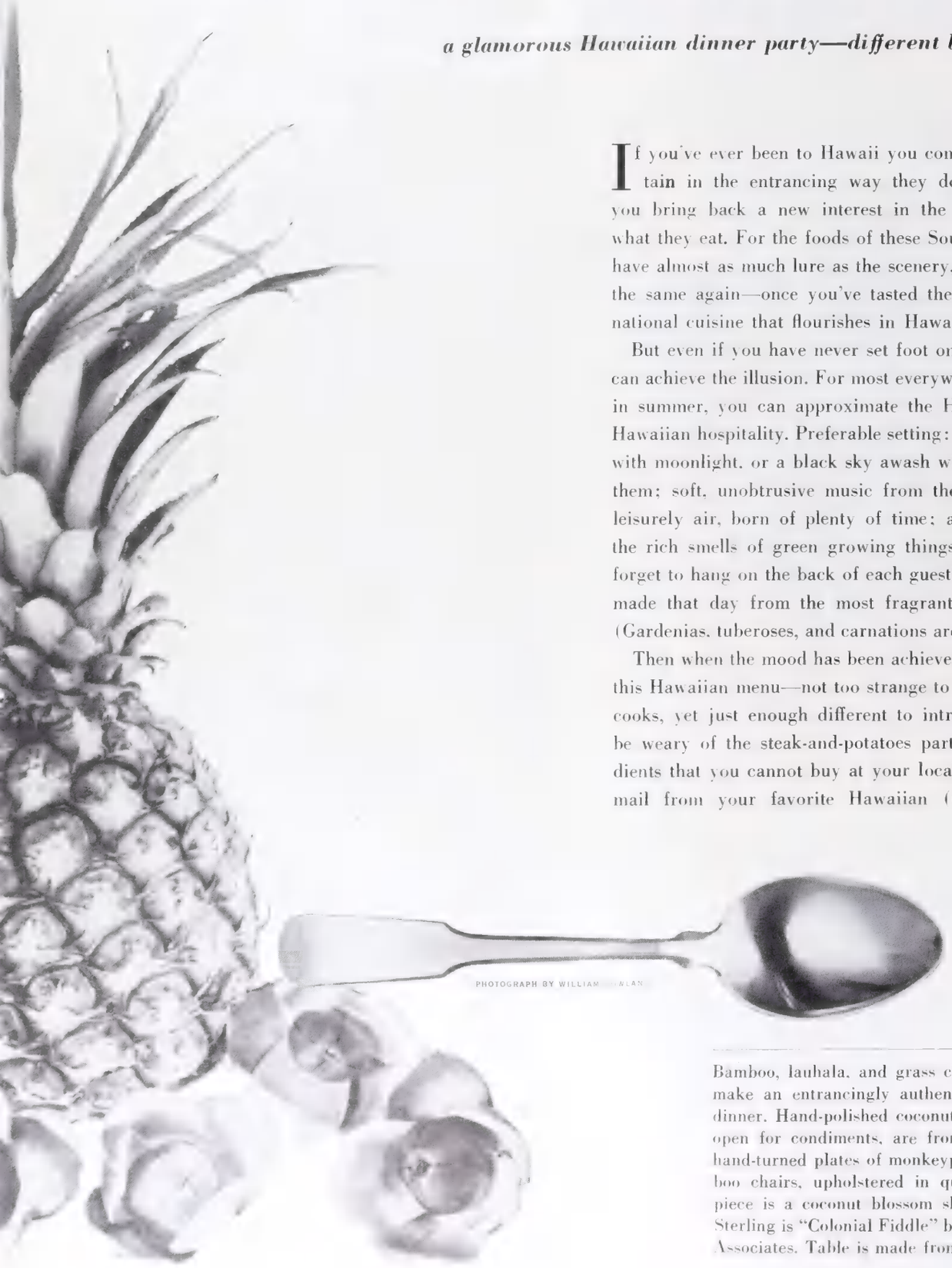
by Alice Spalding Bowen

A famous Honolulu hostess tells how to give a glamorous Hawaiian dinner party—different but not too different

If you've ever been to Hawaii you come back wanting to entertain in the entrancing way they do it in the Islands. And you bring back a new interest in the way they cook—and in what they eat. For the foods of these South Sea American islands have almost as much lure as the scenery, and you are never quite the same again—once you've tasted the cosmopolitan and international cuisine that flourishes in Hawaii.

But even if you have never set foot on an Hawaiian island you can achieve the illusion. For most everywhere in the United States, in summer, you can approximate the Hawaiian atmosphere and Hawaiian hospitality. Preferable setting: a warm night made white with moonlight, or a black sky awash with stars: flowers—lots of them; soft, unobtrusive music from the Islands—on records; a leisurely air, born of plenty of time; a fragrant breeze bearing the rich smells of green growing things. Most important: Don't forget to hang on the back of each guest's chair a fresh flower lei, made that day from the most fragrant blossoms you can find. (Gardenias, tuberoses, and carnations are all favorites in Hawaii.)

Then when the mood has been achieved, regale your guests with this Hawaiian menu—not too strange to be executed by Mainland cooks, yet just enough different to intrigue the palate that may be weary of the steak-and-potatoes party routine. All the ingredients that you cannot buy at your local stores can be bought by mail from your favorite Hawaiian (*Continued on page* 99)



PHOTOGRAPH BY WILLIAM [illegible] ALAN

Bamboo, lauhala, and grass cloth cool off the hot summer and make an entrancingly authentic setting for a Hawaiian curry dinner. Hand-polished coconut-shell dishes, covered for lobster, open for condiments, are from Gump's, Honolulu. So are the hand-turned plates of monkeypod wood, lauhala mats, and bamboo chairs, upholstered in quilted Madagascar cloth. Centerpiece is a coconut blossom sheath, scattered with wood roses. Sterling is "Colonial Fiddle" by the Watson Co. Screen, Waldron Associates. Table is made from a flush door from U.S. Plywood.



PHOTOGRAPH BY WILLIAM HOWLAND



It's part of our tradition to present hospitality literally on a silver platter. Everyday refreshments become graceful occasions when the hostess dresses them in the immaculate gleam of silver and carries them importantly to her guests



It's an elegant piece of practical hospitality to make a shining event of a casual cocktail at home. Just serve it in a silver setting. Wallace Silversmiths' "Melford" shaker and tray. American handmade glasses. Libbey Glass Co. Cocktail napkins. Marghab Linens.

Grand Entrance

Breakfast in bed, the national dream of luxury, becomes more luxurious still, garnished with fine china and silver. Present it to your house guest on a light-weight Lucite tray by Neo Designs. Coffee service. Fisher Silversmiths. China and Marghab linen, Georg Jensen



PHOTOGRAPHS BY WILLIAM HOWLAND



TOGRAPHED IN MANOR HOUSE BY OTTO FENN

The tea tray, glinting with silver, is a synonym for gracious, leisurely hospitality. It's also the most flattering setting any hostess ever chose for herself—and effortless entertaining. Tea service and tray by International Silver Co. "Cascade" china by Lenox, Inc.

and manner, U.S.A.—the pleasant after-dinner drama
en the hostess herself brings in coffee and liqueurs.
ver service and tray, Reed & Barton. Franciscan
e China cups, Gladding, McBean. American hand
de decanter and glasses, Imperial Glass Corporation.
dress was designed by Adele Simpson.



Demitasse spoons serve as muddlers

They take to Old Fashioneds but serve equally well as stirring tools in hot drinks like punches and toddies. Or try them in small condiment dishes. "Queen's Lace." spoon. International Silver Co.

How Versatile can Silver be?

Once you recognize its hidden talents, you'll get more use and enjoyment from your silver

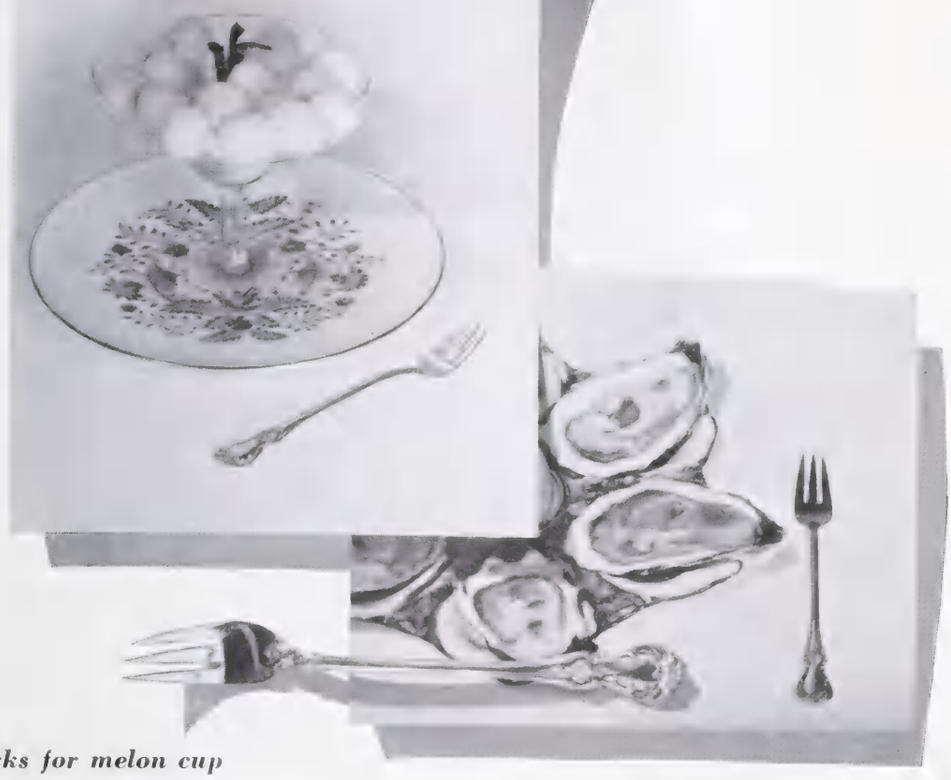
by Frances Heard

It's an almost universal American trait to use one object for more than one purpose. It's a game with us to learn how to make our possessions—apparel or furniture or appliances—work overtime. But frequently we forget to apply this kind of practical thinking to our silver. All too often we use our oyster forks just for oysters and bring out the wine cooler only on state occasions. It's time we recognized all the extra-curricular jobs our silver can perform. For this is the only way to get the most use and enjoyment out of it.



New chores for pie knives

Pie is their specialty, but they also come in handy when you're serving a dish like mushrooms on toast. You can also put them to work dispensing cakes and small pastries. Reed & Barton.



Oyster forks for melon cup

Other obvious uses for oyster forks are for seafood cocktails, broiled lobster, or crab. They also perform handily as pickle servers. "Old Master" forks, Towle Mfg. Co.



Dessert spoons for cereal or soup

These spoons can be pressed into service at almost any meal. Use them for cereal at breakfast, for cream soup at luncheon, or even as serving spoons for twosome dinners. They're the "King Richard" pattern by Towle Mfg. Co.



Sugar tongs cope with broccoli

They are precision instruments for picking up asparagus or broccoli, fried shrimps or fried oysters. Used with a spoon, they expertly manipulate the solids in creamed dishes like creamed mushrooms or eggs. They also come in handy as tongs for ice cubes. Reed & Barton.

PLEASE TURN THE PAGE

How Versatile can Silver be?

(continued)



For flowers instead of champagne

Instead of keeping your wine cooler for "champagne" occasions, put it to work as a flower container. The "Webster" wine cooler, International Silver Co. Flower basket, Hammacher Schlemmer.



The pipkin holds nuts, condiments

Originally intended for hot sauces, the pipkin can be a handy dish for nuts, salad dressings, gravy, condiments. The pipkin and dish by Tuttle Sterling. Glassware by Steuben Glass Co.



Arrange fruit in a vegetable dish

Designed to hold vegetables, this holds fruit just as effectively. Or fill it with flowers as a centerpiece or with canapes, crackers, nuts on a cocktail table. Vegetable dish, Oneida, Ltd. Glass épergne, Cambridge Glass Co.



SIX PHOTOGRAPHS BY WILLIAM HOWLAND

Mix Martinis in a silver pitcher

Besides keeping ice water icy, a silver pitcher does just as well by any iced drink which needs stirring instead of shaking. Pitcher and stirrer, The Gorham Co.; glasses, the Steuben Glass Co.; shell dish, Josiah Wedgwood & Son.



Serve fruit in a flower bowl

A silver bowl is an almost perfect receptacle for fresh strawberries, which must be served icy cold. Use it for any cold dessert. Bowl and cracker box are by Friedman Silver Co. China by Josiah Wedgwood & Son.

Tiny pitcher doubles as jigger

This pitcher holds two ounces so it makes a reliable measuring jigger, and liquids pour easily without spilling. Pitcher is by Reed & Barton. Monogram glass, Eunice Novelties.

MORE ABOUT SILVER ON PAGE 90

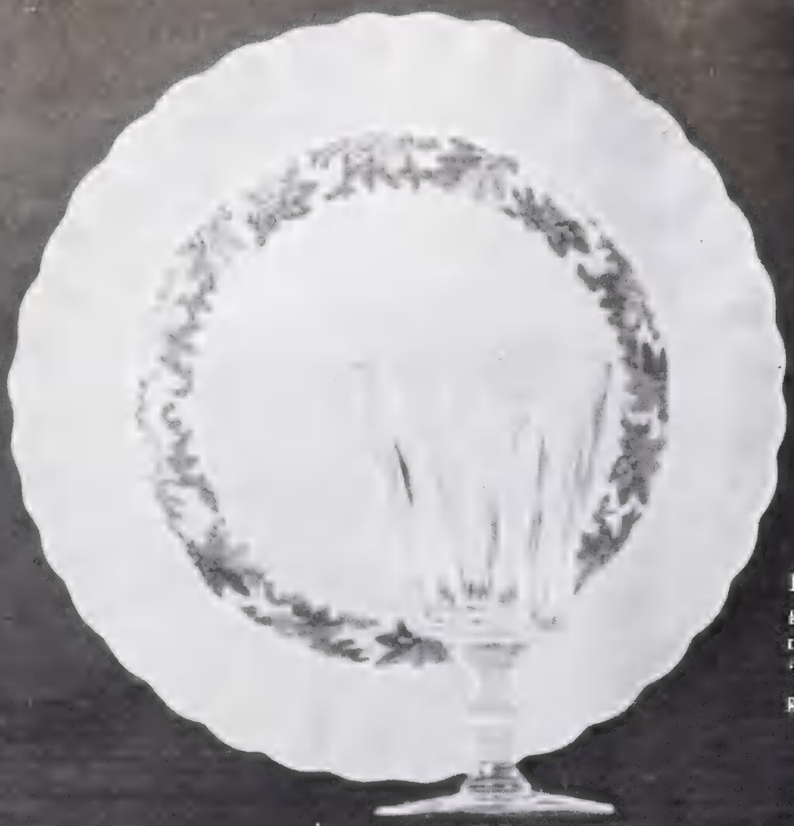


PHOTOGRAPH BY BILL JACKSON



Use your bread tray for vegetables

It's deep enough to accommodate corn on the cob, carrots, asparagus, broccoli, celery and olives. This serviceable tray is made by Wallace Silversmiths. The "Cathay" glass flower holder, Imperial Glass Corp.





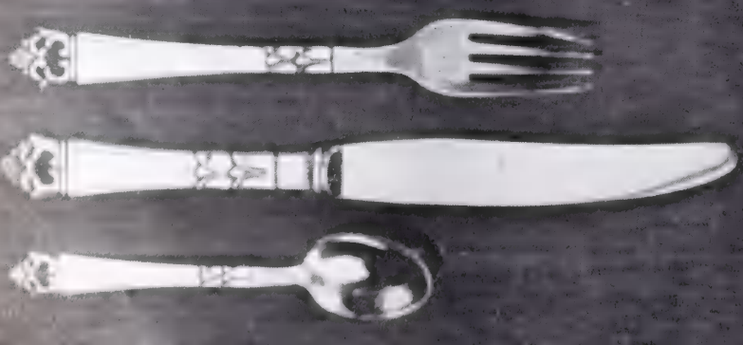
It's far more important for china, silver, and glass to share the same design feeling than to match exactly. Form and pattern of Spode "Valencia" plate simply suggest Seneca's fluted goblet and Stieff's textured "Corsage" silver.

Match motifs, but do it with restraint. Seashell pattern of Wallace's new "Romance of the Sea" sterling, picked up in embroidered organdy by Marghab Linens, is enhanced by unadorned Wedgwood plate and Heisey glasses.



The very silhouette of a silver pattern may cue a china pattern. Tulip shape of Paul Wilken's "Danish Crown" flatware suggested Royal York China's tulip-blooming plate. To match its green leaves, Fostoria's "Colonial Dame" glass.







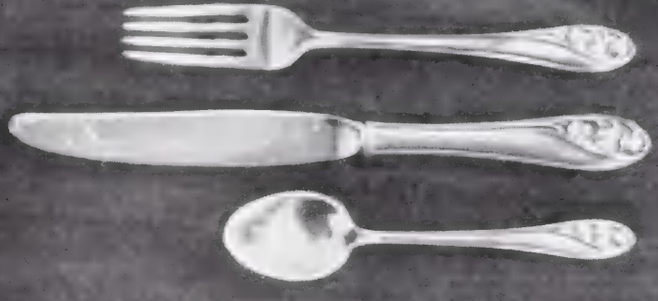


Forget "period authenticity." Concentrate on congenial design. Time-honored shell motif of Samuel Kirk's "King" sterling resembles mid-era leaves of Flintridge's "Twilight" china. Calyx-shape glass is Cambridge's "Georgian."





Matching motifs must match in scale and character, like the clear-cut valley lilies in Booths' china from Georg Jensen and Gorham's new "Lily of the Valley" sterling. Multi-facet glass goblet is Tiffin's "Karen."



PHOTOGRAPHS BY WILLIAM HOWLAND

How to Combine Patterns

Let there be a continuity of design between your silver and your other tableware. When things are appropriate to each other, they look their best. When design, quality, and color are compatible, you can't miss

Dark mahogany gives a room warmth and dignity. Light mahogany is cheerful, more informal. Which atmosphere do you want to have?

This is for You to Decide

by Kenneth Young

The joy of starting out with simple furniture is that it lets you develop your own ideas in whatever direction they may lead. If it comes in a choice of light or dark finishes like these pieces designed by John Gartman for the Drexel Furniture Company, your scope is greater still. Their simple lines leave you as free as air to be yourself.

Do you like a dark finish? Does it suggest warmth and solid comfort and repose? Then choose these designs in cordovan mahogany—and take off from there. You can be as formal as you like. But you are not compelled to dress up the room with stately brocades and solemn accessories in the classic manner. Even with the conventional color scheme of blue and gold, you can create a welcoming background that is easy and personal. (*Continued on page* 71)



A large storage piece, even in a dark finish, won't look like a dusky elephant if the accessories are in a similar bold scale. The pierced brass lamp, tall enough to shed light over a wide area, fills the decorative role far better than half-a-dozen dinky trinkets. White ironstone lamp, ash trays, and white bottles play up the dark wood and deep wall color. Drexel furniture. Lamps from Mutual Sunset.

All photographs taken by William Howland at W. A. Hathaway's

If you like dark wood

You can set off its warm glow without being stiff and somber. Fabrics and accessories in the American Style have a quiet dignity, and a friendly air as well. White pattern in Goodall's "Compote" print finds good company in white ironstone lamps from Mutual Sunset, tureen from Claude Sperling, bottles with white overlay from Mottahedeh & Sons. Rug is Russel Wright's "Conferva" texture by Artloom. Brass wall clock from Warren Kessler, Inc. Harnett print over bed from F.A.R. Galleries. Mahogany furniture by Drexel. Wall is painted with Pittsburgh's "Wallhide." "Sunaire" Venetian blinds, Kirsch Company.



But if you prefer a light finish like this, turn the page





If you like light wood

You can create a pleasantly crisp setting with accessories reminiscent of America's past to give it genial familiarity. Gray and green of Goodall's "Provincetown" print makes color transition from blue of walls to two-tone weave of bedspread and slipcover. Over the bed hangs an American primitive from Harry Stone; over the chest, an embroidered flower picture from Elinor Merrell. Nylon curtains by Hathaway. Magee twist carpet. Lamp from Mutual Sunset. Clock on chest, Sessions Clock Co. Radio in night table, R.C.A. Victor. Mahogany furniture by Drexel.



A gratifying combination of shallow drawers and deep open shelves vouches for the performance of this night table which is also available in the cordovan finish. A gilt eagle perching on a wooden globe gives the lamp base a hearty American flavor. Bed-spread and slipcover fabric by Goodall.

This is for You to Decide

(continued)

Would you rather have a light finish? Has it always seemed to you more cheerful, more youthful? Then choose this furniture in bleached mahogany, and build around it the kind of room that gives a hint of informal country living—even in a city apartment. It doesn't have to look country bumpkin or provincial. But it needn't be cold and monastic either. You can start with the same blue for the walls and go to green—the fresh leaf-green of a country garden lush with wavy delphiniums. The paintings and the accessories can provide that tie with the past that gives the room a familiar, lived-in look.

Study these photographs and see how you can take the same room, the same wall color and the same designs in furniture, and dress them up, or down, according to your personal choice of finish, fabrics, and accessories.

WILLIAM F. HOWLAND





The double-decker top provided extra counter space for this real "working" dressing table, while the curved line of the lower shelf makes it easier to move in close to the mirror. This same piece also comes in the dark cordovan finish.

Behind each door are three drawers of varied depth for hosiery, jewelry, and other oddments. Brass-finished lamps from Mutual Sunset. Seth Thomas leather clock, General Time Instrument Corp. Antique fruit-shaped wooden box, Ginsburg & Levy.

by Sara Little

What makes a week end wonderful?

A beach cottage like this one—planned to pare work to a minimum, with temper-saving conveniences for all

If a houseful of guests means a week end of lonely slaving to the hostess and shadowy feelings of guilt to the rest, those three precious days will not be carefree for anyone. But they could be. And you don't have to own a small hotel with a staff of servants to make the holiday live up to everyone's hopes. It's the planning of your house, not the size of it, that counts.

Here is a minimum cottage with only 775 square feet of floor space, but see how much living can be packed into it! It sleeps five people in comfort, gives them all the amenities, and at the same time lets the hostess be one of the party. Facilities are pared to save work. But all the important ones are there—like having your own towel rack, a light over your bed,

(*Continued on page 102*)



You can make two double rooms out of this one by closing ceiling-to-floor drapery in the center. Each side has duplicate facilities: a chest by Paul Frankl, mirror, stool, a reading light for each bunk, a separate closet.

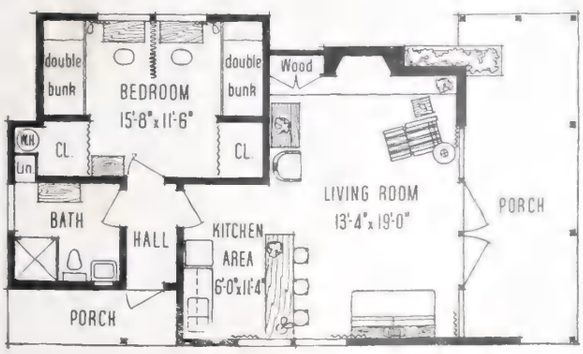
PHOTOGRAPHS BY MAYNARD PARKER



No one has to leave the party to fix supper since kitchen is part of living room. Studio couch is extra guest bed at night. By day, thick square bolsters backed by a cabinet make it shallow enough for sitting.



The heart of the house is the fireplace with raised hearth where guests may sit on chilly mornings, or park their breakfast trays. Furnishings selected by Decorator Florence Hayward are cheerful to look at but easy to maintain. Bamboo furniture, Ritts Co.; Schumacher chintz.



See how realistic planning accommodates five weekenders in two rooms in this cottage designed by Kenneth Neptune. Kitchen is adequate for preparation of all but biggest meals. Center hall keeps living room from becoming a passageway when studio couch is used for sleeping.

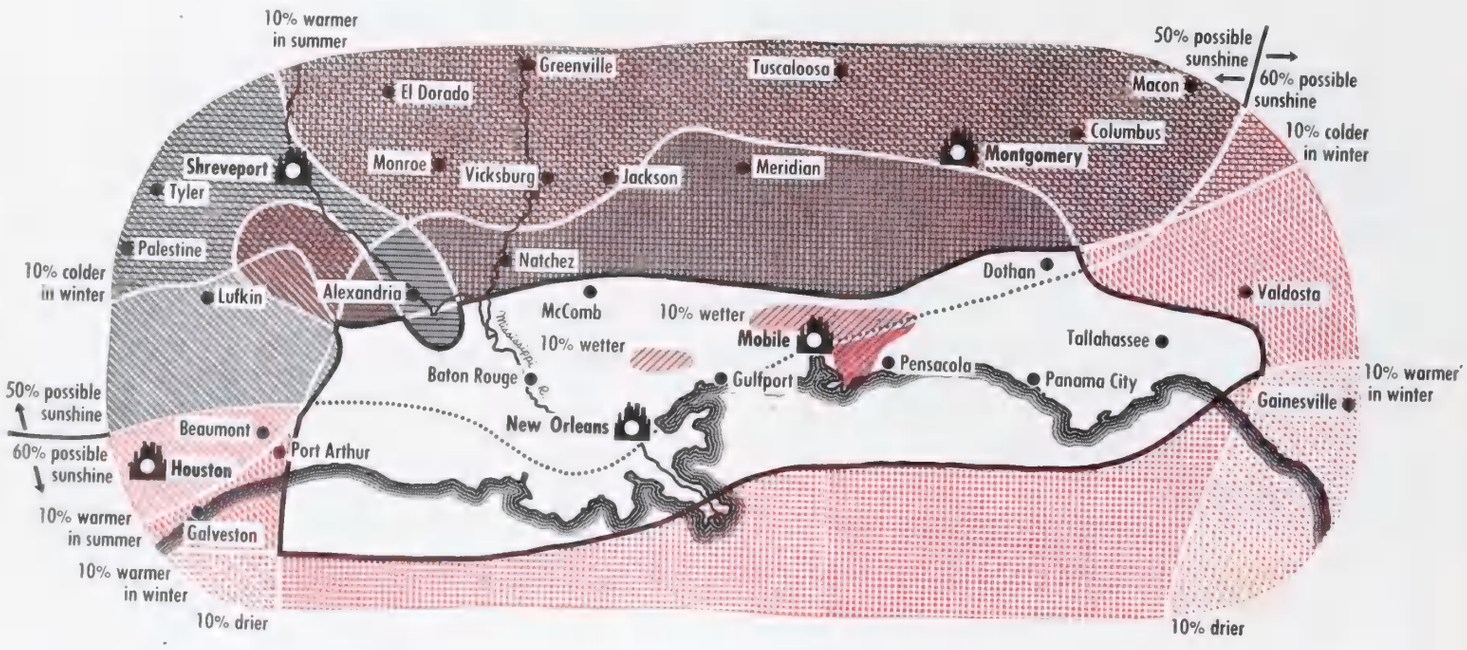
How to live at peace with the Gulf Coast Climate

by Buford L. Pickens
Director, School of Architecture
Tulane University

You can learn a lot about your own housing problems by studying the old houses of New Orleans and the surrounding countryside. For nowhere else in the U.S.A. did our ancestors build houses better suited to their particular climate than along the Gulf Coast.

They had a limited number of local materials to work with—cypress, brick and tile, oyster-shell plaster. And they had no fancy instruments for measuring sun, wind, humidity, and the like. But they did have taste, imagination, and common sense; and with them, they built houses which today everybody admires—but does not necessarily understand. For too many people copy the superficial forms and completely miss the basic design principles which gave these old houses distinction. These principles were quite simple.

The early French settlers knew that, to get the most out of the Gulf Coast climate, their houses and gardens had to be designed for it. They found that the North European houses, which were planned exclusively for



protection against the cold, were not the answer.

You can't transplant Normandy Rural, Massachusetts Colonial, or even California "Ranch House" to the Deep South if you hope to enjoy the kind of open-door, relaxed living that is possible most of the year.

You need a different kind of house for the equable but humid summers and mild winters in the luxurious land of live oaks, magnolias, and Spanish moss.

In a strip of flat lowland about a hundred miles wide, along the Gulf of Mexico (from East Texas through Lower Louisiana, Mississippi, Alabama, and Upper Florida) you can live pleasantly all year round amid lush green trees and an ever-changing variety of blooming flowers and shrubs. And your architect

Creole climate—sweet but hot

If you live in the white area on the map above, you have the climate described in this story. To the west and northwest, you can expect less sunshine, colder and drier winters. To the east, you get more sunshine and—to the southeast—warmer winters. But, anywhere at all on this map, you have a genial climate with two big flaws—high heat and humidity on midsummer days. A climate-conscious house will smooth out even those flaws.

can, if you let him, plan your house and yard to tame the heat.

What is even more important, he can, by design, control that more devastating element—humidity—with its physical discomfort, mildew, and fungus growths. The remedies are sure and fairly simple, but to work well they should be basic and built-in, not timidly grafted on.

A careful look at the temperature behavior along the Gulf Coast shows that the architect has an easier problem here than he would have in the North. The warm waters of the Gulf of Mexico prevent temperatures from dropping very low. The coldest weather varies only from 25° to 45° F., lasts for less than a twentieth of the year, and occurs mostly at night. For somewhat less than a third of the year, the temperature stays in the cool bracket, between 45° and 65°. But for more than half the year it is nearly ideal, in the comfortable range 65° to 85°. Uncomfortable temperatures above 85° average about one-tenth of the year.

Considering the great amount of time the thermometer stays above 45°, central heating is almost a luxury, just as summer cooling would be in Maine. In fact, the northern emphasis on heat-making and heat-storing equipment is almost exactly reversed. And air-conditioning equipment for cooling, drying, and moving the air takes on the importance that radiators and furnaces have in the North. Furthermore, there is no need for the compact house structure so appropriate to the North. Many of these features to counteract the cold would not only be extravagant, along the Gulf they would actually interfere with comfort for at least two-thirds of the year.

The real hitch in Gulf Coast house design comes *first*, from the sweltering one-tenth of the year when temperatures rise above 85° and solar radiation is most intense. For it is then that the humidity is greatest and the air is muggy and oppressive. It is then that frequent rains and occasional cloudbursts come—when you can expect to have as much as five and a half inches of rainfall within a 24-hour period. Considering all these extremes, together with the low verdant landscape that doesn't provide much shade, you have a unique set of design conditions.

How can your house in this area control these conditions? What can you learn from old houses, tested through 150 years? And how can you use the present-day scientific knowledge of construction and materials?

Forget, for the moment, about any special style or building type, and consider only what your Gulf Coast house *should* do for you. Most of the year it should provide pleasant, open-vented shelter—shelter from the sun and rain, yet open to catch or make a breeze. The sun's heat is intense. So you need important arrangements for shade, using (*Continued on next page*)

Three time-tested devices for Climate Control:



1 The gallery



2 The elevated living floor



3 The umbrella roof

A century and a half ago, the Bayou country had already evolved a whole range of efficient architectural devices for coping with its peculiar climate. In addition to those above, there are the patio (page 77), the louver (page 78), and the floor-to-ceiling opening (page 79). You can see that these devices are still valid today.

Gulf Coast Climate

(continued)

to their fullest the insulated roof, the louvered wall and screen, and heat-absorbing trees and plants. Whatever their arrangement, walls and floors must not store up daytime heat that would linger on into the night.

You must invite, even force, a flow of air throughout the house. There are many ways of doing this. Not only is this necessary for comfort but also to minimize conditions that cause bacteria and mould to grow in clothes, in books, and in the materials of the house, itself. Yet all these arrangements must be flexible enough so that ventilation can be easily shut off for a third of the year. Main living rooms should be well above the moisture and insects of the ground.

And finally, the scheme of the house should provide ample opportunity for you to step from inside to outer air, either on porch, terrace, or yard. For more than half the year your garden can be living space, and as such needs shade, privacy, ventilation, and especially drainage.

Dr. Paul A. Siple, the climatologist who mapped HOUSE BEAUTIFUL'S weather-architecture charts, suggests that "during the major (*Continued on page* 104)



The scientists who researched Climate Control

DR. RALPH LINTON
Sterling Professor of Anthropology, Yale University

DR. PAUL SIPLE
Military Geographer, The General Staff, U. S. Army

DR. HELMUT LANDSBERG
Executive Director, Committee on Geophysics and Geography, Research and Development Board

DR. DANA COMAN
Consultant, Scientific Advisor, Office of the Chief of Staff, U. S. Army

DR. L. P. HERRINGTON
Director of Research, the John B. Pierce Laboratory of Hygiene
Research Associate Professor in Public Health, Yale University

WALTER A. TAYLOR
Director of Education and Research, American Institute of Architects

MILES L. COLEAN
Consulting Economist

WOLFGANG LANGEWIESCHE
Research Pilot, Kollsman Instrument Division, Square D Company

A house for Gulf Coast Living

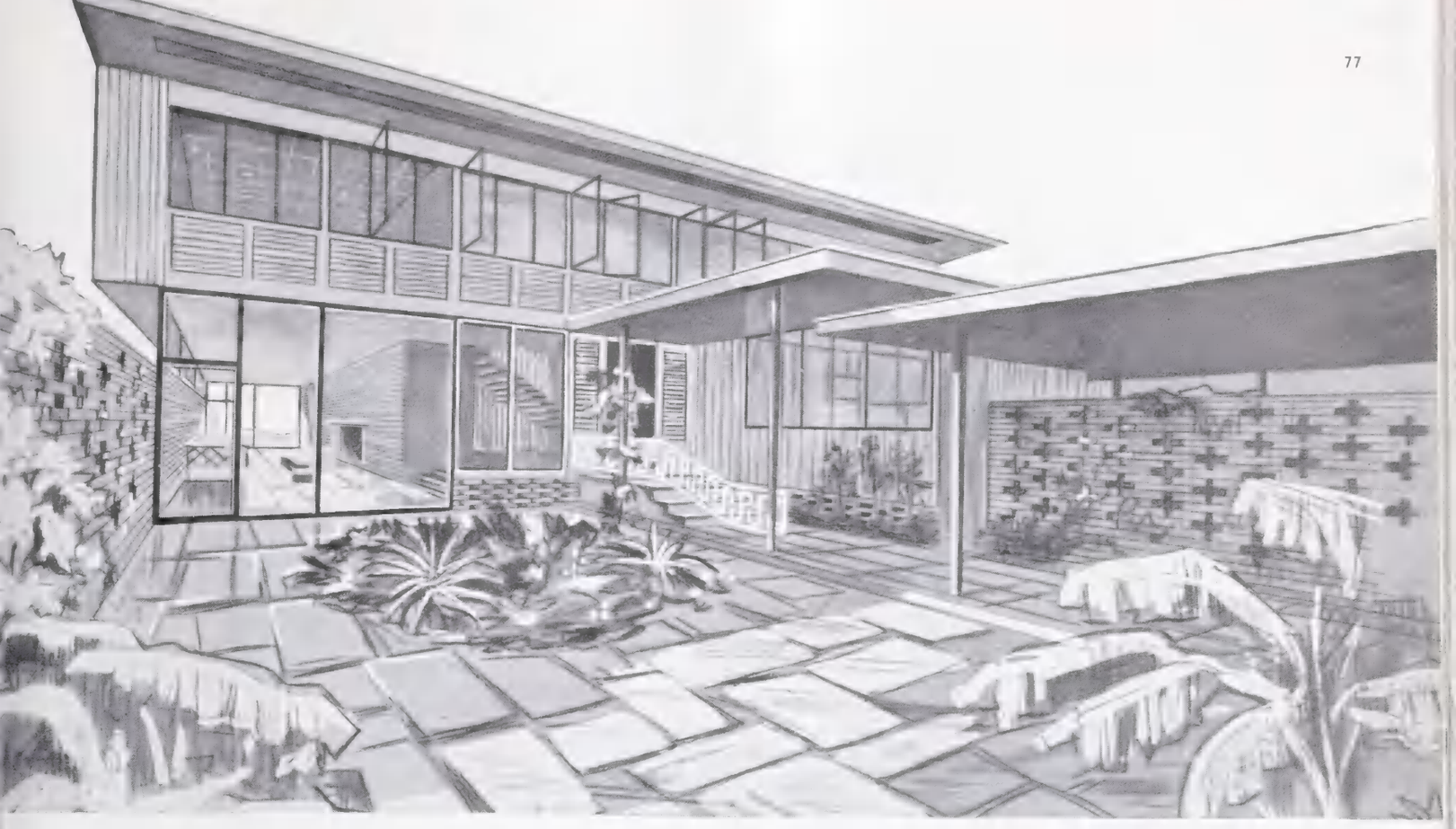
If you feel that new ideas like Climate Control always lead to bizarre forms, then study this house. See how well it blends the best of past and present

Many people seem to think that, in a genial climate like New Orleans', a house is a simple thing to design. The inhabitants know better. Like the architects of this house, they know that their climate, like any other, has good and bad aspects. They know that a really satisfactory house must exploit the one and minimize the other. And this house is a good example of how to go about it. The architects have carefully planned and sited it for best exposure to weather, street, and services. They have placed it under a wide aluminum umbrella of a roof to protect it from subtropic sun and rain. They've equipped it with north and south walls so flexible that they can easily be converted from 100% closed to almost 100% open. They've worked out ingenious solutions to problems of privacy, ventilation, and sun control. They've specified materials and equipment that take the punishment of the hot, humid summers. Result: a handsome, friendly house.

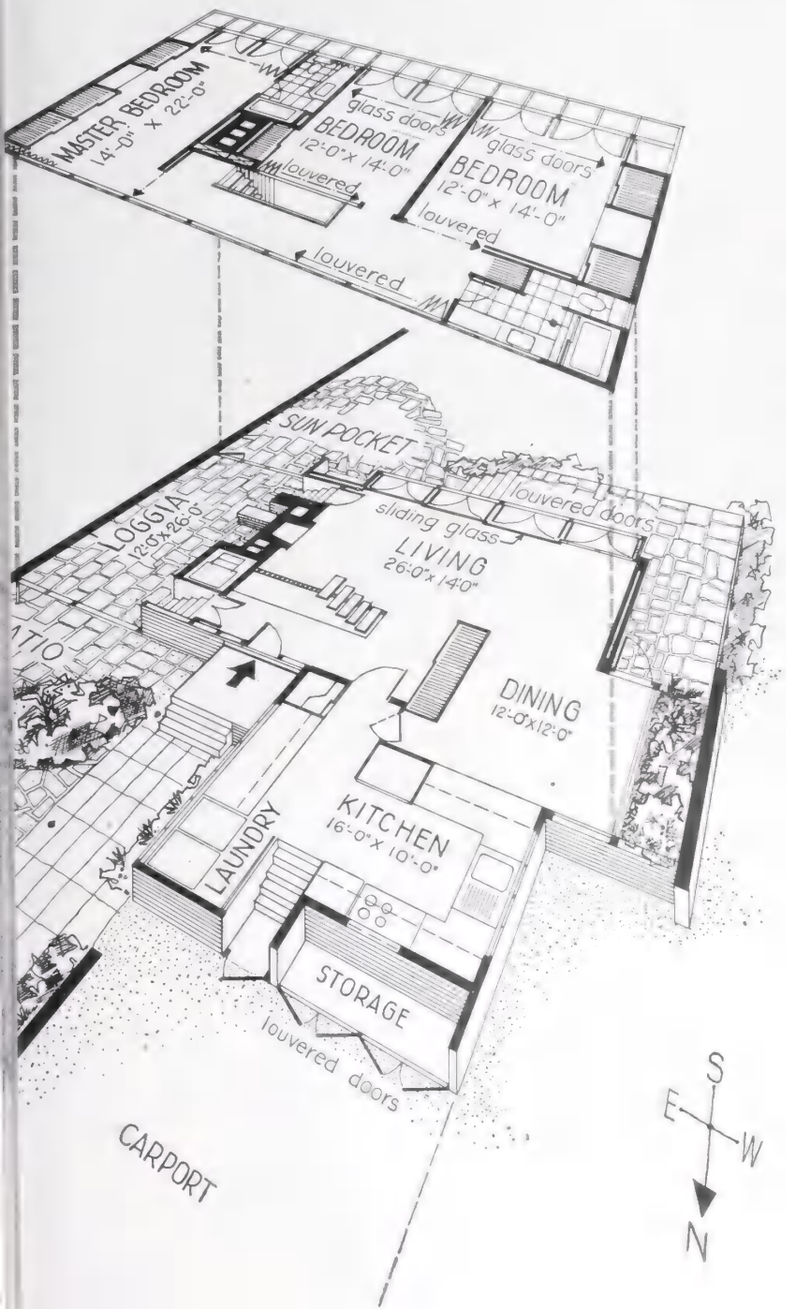
Curtis & Davis, Architects
William R. Allen, Associate
Kenneth Young, Decorator



ALL BLACK AND WHITE DRAWINGS BY HELEN SCHIAVO



From the patio, you can see how this house is arranged. Carport and service yard, behind pierced brick wall, occupy northwest corner of lot. Covered entrance walk to front door (center) is part of flagged patio which, shaded in afternoon, flows into screened loggia (left). With its big fireplace, this loggia is fine for rainy days, cool nights. Winter sun pocket lies beyond it.

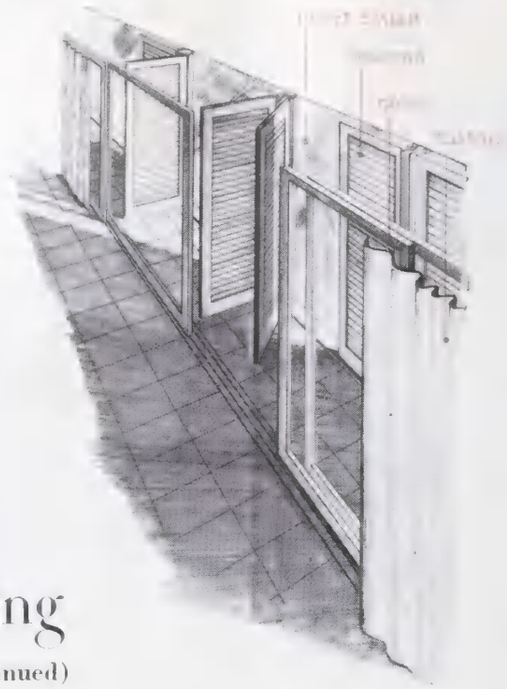




Second floor is airy and shaded in hot weather, sunny and snug in cold—and private the year round. When it's hot, flexible walls fold back to admit breeze; aluminum roof, insulation, and attic fans team up to fight sun heat. When it's cold, walls close up, sun comes in, winter air conditioner snaps on. Floor-to-ceiling louvers give you any degree of privacy you want.

First floor rests on a concrete platform, stilted 2½ ft. off ground for subfloor ventilation. It is placed so that paved carport and service yard open directly off street to north. This enables architects to face dining and living rooms and loggia toward south—direction of summer breeze and winter sun. For pictures of these handsome rooms, turn the page.

TECHNICAL DATA ON THIS HOUSE ON PAGE 104



Gulf Coast Living

(continued)

To do its job, the southern wall must be flexible; and to be flexible, its functions must be separated—so that you can use them in any combination. See how this wall allows you actually to *filter* the weather, taking those elements you want and excluding those you don't. This principle applies everywhere in varying degrees.

Cool to look at and cool to live in, the living room is pictured here as it might look on a warm March or October afternoon. In midsummer, no sun at all enters room. For colder weather, you'd close the glass doors and perhaps put rugs on the polished terrazzo floors.



Entire south wall above is a flexible system of floor-to-ceiling louvered shutters and sliding glass doors. Behind a continuous sheet of insect screen, this allows house to be 100% open, 100% closed, or anything in between. Width of balconies is calculated to exclude summer sun, blowing rain, but it admits most winter sun.

COLOR DRAWINGS BY GEORGE COOPER RUDOLPH

For all its balminess, there's a lot of Gulf Coast weather when you'd like to be outdoors but can't because of torrential rains, blistering sun, insects. And there are plenty of cool evenings, when a fire tips the scale between comfort and chill. For such times, this screened loggia is ideal. Note entrance gates beyond patio.

HOW YOU CAN GET CHARTS AND TECHNICAL DATA ON CLIMATE CONTROL

Through the cooperation of the American Institute of Architects, technical reports on HOUSE BEAUTIFUL'S Climate Control Project are being published for the benefit of architects, contractors, manufacturers and homeowners. These reports analyze precipitation, temperature, wind velocity and direction, humidity, sunshine, etc. They are published for each region studied in the Climate Control Project, and are available concurrently with appearance of the general regional story in HOUSE BEAUTIFUL. Reports are now available on the following regions: Mid-Ohio, Metropolitan New York and New Jersey, Southern Florida, Southwestern Desert, Missouri River Valley, Gulf Coast. Price: 50¢ each from Administrator, HOUSE BEAUTIFUL'S Climate Control Project, 572 Madison Ave., New York 22, N.Y.


GCR


GCR



Americans would rather be comfortable than correct if correctness means slavish conformance to set styles. Here, the owners kept their antiques, blithely mixed them with modern elements like square-cut built-in cabinets and sofa, off-center fireplace and the textured background surfaces, beloved of modern architects.

The American Style means
Freedom from Dogma

There's no reason why you can't mix the newest and best ideas that make your home more livable with good designs from the past

by Mary Roche

You can't dictate to Americans. You can't make them believe that antiques must be used in a quaint old Cape Cod cottage, and nowhere else. Or that a modern house has to be furnished in a strict modern formula down to the last free-form ash tray and fiddle-leaf rubber plant. Americans believe in progress. They like change. But unless the new thing seems unmistakably better than the old, they feel free to turn it down and keep on using what they have.

This freedom from style dictatorship shows up very plainly in the New England home of Mr. and Mrs. Jack Leon. From their hillside site you can see thirty miles across the valley, so they wanted a house which would make the most of the superb view. They liked natural materials used in straightforward fashion. They liked good (*Continued on next page*)

ALL PHOTOGRAPHS BY WILLIAM HOWLAND



A huge corner window gives the study a view in two directions. End wall is native fieldstone. Others are paneled with cypress. Built-in furniture is cypress plywood. Magazine shelves at right adjoin built-in sofa shown in color on opposite page.



Exterior of the Leon house is Weldtex, the vertically-ribbed fir plywood. It is applied to the frame like conventional clapboards and then painted a soft, weathered gray.



Fluorescent lights, recessed in ceiling, give upstairs hallway a soft luminous glow. Light is diffused by loose strips of frosted Plexiglas held in place by wood latticework.

Freedom from Dogma (continued)

lighting, and work-saving arrangements and appliances. They also liked their collection of early New England antiques.

See how their house, designed by Architects Edelbaum and Webster, meets all these preferences. Every room has a good share of the view: some have whole walls of window. Every window and glass door in the house has Thermopane double-glazing. All of the interior doors are modern flush doors of birch plywood, innocent of moldings or paneling. There is plywood paneling and plywood built-in furniture, all of it in a natural finish. And there is fluorescent lighting.

Against this modern background the Leons continue to use their antiques and enjoy them all the more because of the modern livability of their house.



All kitchen-cabinet panels are natural birch plywood, waxed and rubbed. Counter tops and splashbacks are Chinese-red Micarta, a highly durable plastic. Sink is plywood finished with stainless steel. Under sink is chute to basement for tin cans and bottles, also pull-out racks for dish towels which dry from warmth of garbage disposal motor.





A trellis-covered flagstone walk leads to the main entrance of the house. Masonry wall of study (see interior on page 81) is pleasant repetition of fieldstone chimney.



The entrance hall is always bright and cheerful, thanks to floor-to-ceiling window beside front door and lights above. Ledges are ideal for display of antique glass.

In the living room, antiques are silhouetted against light from modern ceiling-to-floor window. Structural beams of ceiling, left exposed, are of native oak, cut and seasoned on property. Walls are knotty western cedar waxed and rubbed to tawny color.

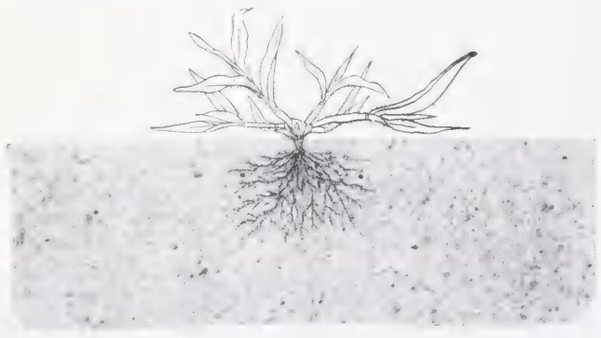
ALL PHOTOGRAPHS BY WILLIAM F. HOWLAND



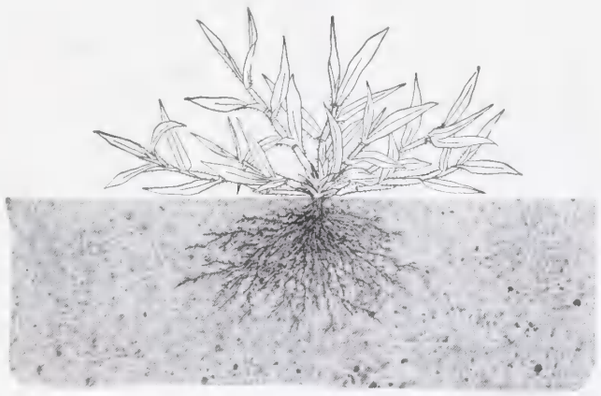
The newest way to lick Crabgrass

Two recently developed chemical killers enable you to effectively combat America's number one lawn pest. Here's the best recipe for lethal results

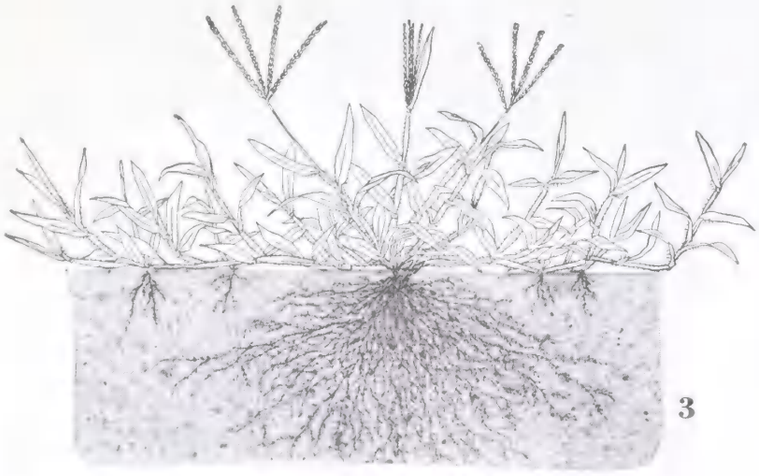
by Dr. Joseph E. Howland
House Beautiful's Garden Editor



1



2



3

Two new chemical crabgrass killers are for sale this summer. One is a special mercury granular material, sold as "Scutl," and applied dry like plant food. The other, potassium cyanate (NOT cyanIDE, the poison) is applied as a liquid spray. It is sold as "Weedone Crabgrass Killer" and "Crab-Not," and probably will be available under other trade names by midsummer.

Both chemicals kill crabgrass. Neither injures the lawn grasses permanently when used properly.

"Scutl" has been tested in most parts of the country for three years. It killed both the big hairy crabgrass and the small smooth crabgrass, even last summer, the worst crabgrass season in years. Both professional researchers and interested amateur gardeners have been in on the testing. But until this year the chemical was not available in stores. Now you can buy it as a granular, non-dusty material.

Apply "Scutl" in July and you can expect 98 to 100 per cent kill. Then you can reseed the bare spots, in August or September, the ideal time of the year to sow grass seed. "Scutl" won't hurt your lawngrass—even temporarily—and often peps it up by killing disease fungi that may be bothering it. Testers last year often reported a noticeably greener look to "Scutl"-treated lawns a few weeks after the application. (*Continued on page* 92)

STAGES IN DEVELOPMENT OF CRABGRASS

1 From late May to early June crabgrass attains this four-leaf stage. You can spot it by slightly yellow color and wide short leaf. **2** In June-July period the pest starts horizontal growth. Remember regular lawn grass grows vertically, has single stalk, single root, while crabgrass has *multiple stalks* from single root. **3** In late July and August uncontrolled crabgrass is at its worst. Horizontal stalks are rooting, plants have set seeds which will drop in September. The article above tells you how to lick crabgrass at these stages of development.

Work-saver for gardeners

PHOTOGRAPH BY GOTTSCHO SCHLEISSNER



Ready for dry weather? No need to drag a heavy hose around now that the lightweight plastics are so good. Other time-savers: the handy lever nozzle and (center) an anti-splash guard for the end of your hose which attaches like a nozzle.



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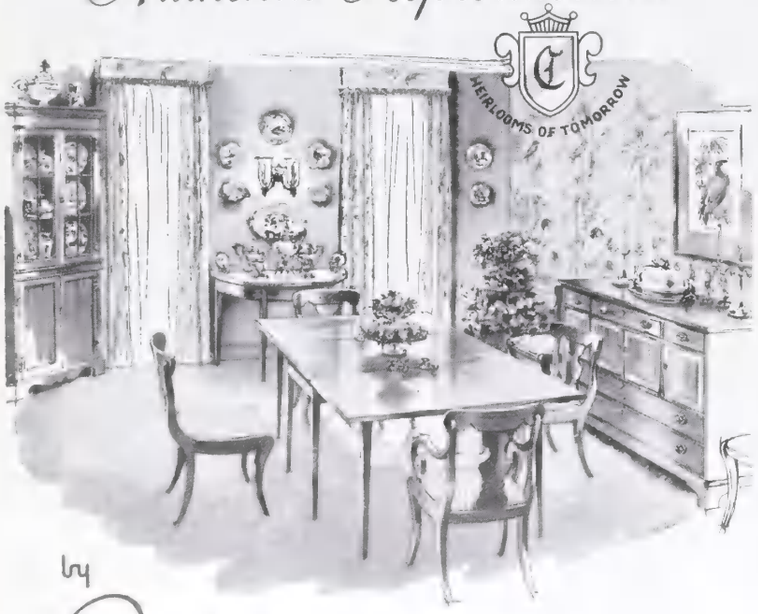
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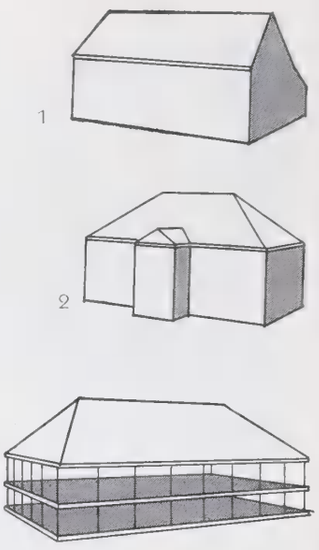
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An atmosphere of aristocracy is yours wherever this group of *solid mahogany* Craftique reproductions is assembled. The famous Hepplewhite drop leaf table with its gate legs on genuine finger joint hinges folds down to a table for two or opens to seat eight and with banquet ends extends to ten feet long. The corner cabinet, the "Hunt Chest" buffet and the comfortable chairs are all masterpieces of detailed reproduction in the finest materials, craftsmanship and finish.

A booklet "Heirlooms of Tomorrow" sent upon request.

GULF COAST CLIMATE

CONTINUED FROM PAGE 76



Traditional closed house forms (1-2) were all right for Boston or Philadelphia. But they wouldn't work on the Gulf Coast and the early French settlers soon found it out. Thus they evolved their own open form (3). Wide "umbrella" roof and continuous galleries screen whole house from sun and rain, elevated floors catch breezes.

part of the year when cross ventilation is so essential, the house construction might eliminate conventional walls. *Instead of building a porch on a house, the whole house should virtually be a porch*, and only the utility rooms, baths, and closets be enclosed. In winter, rooms need walls primarily to control drafts, not necessarily to serve as insulation. Hence, walls could be partitions or roll-away doors."

Indeed, why not?

Climate doesn't change much from century to century—at least not enough to notice since the Coast country was settled. So it is not surprising that Dr. Siple has described, in principle, a dwelling type close to that developed by the *bon vivant* French who came to Biloxi, Mobile, and New Orleans in the early 1700's. (See above.) Their tradition of elevated pavilions and shaded patios continued unbroken through numerous styles—the restrained Greek Revival, the florid Victorian. But they always retained the essential climatic features of canopied roof, raised living floor, porches, galleries, and wide windows to the floor.

Somehow, during the last 50 years, this real tradition, based on functioning forms, seems to have been lost. Gulf Coast people have become preoccupied with purely decorative features grafted onto imported building types. A common sight in the newer metropolitan sections of New Orleans or Mobile is a counterfeit Cape Cod cottage with touches of imitation cast-iron ornament.

Today we should know better. We should know how to use the principles provided by the rich sensible traditions of the region. Then, by using mid-twentieth century techniques, we would build more economically, more effectively and just as pleasantly *in the style of our time.*

What are the main functional elements of this tradition? How can they be related to today's house? There are five important ones we should keep in our contemporary practice:

The elevated living floor

After the French got acquainted with the climate here, they learned to build main living floors off the ground for reasons of comfort and health. (See page 75.) That way ventilation is more positive both above and below, and the elevation afforded a better view—whether of the city street, the garden, or the flat country landscape. Moreover they gained a distinct planning advantage in the neat separation of service and storage from living space. This planning principle has been overlooked in the last few years even by homeowners who could well afford whatever they chose. Today, a paved floor on the ground under the house would help prevent dampness and furnish space for carport, laundry, workshop, storage, and even dry-weather play and sitting area. To build a house on stilts may be an aesthetic *tour de force* in Connecticut, but on the Gulf Coast it is a practical necessity, prescribed by nature.

The umbrella roof

The old plantation house in the French period had an umbrella roof. (See page 75.) This was a great, peaked roof that sheltered the house walls like a wide-brimmed sombrero. It's heavy tile



PHOTOGRAPH BY H. O. WISEMAN

Screened porches are a must in this region of warm weather and multitudinous insects. And if the porch is elevated, as in this residence for the Morley Hudson's in Shreveport, La., it will get that much more breeze. Note pierced brick wall below. Lester C. Haas, Architect.

ypress shingles and huge, venti-ated attics were the best eight-enth-century method of insulating -effective, but too expensive today. provided protection against both in and rain and, in addition, col-ected water for the cisterns. We an still use the umbrella-roof prin-iple, but save on cubage by using variety of new scientific insula-on materials and light colored oofing surfaces that reflect solar eat back into the upper air. In-ead of having an enormous ex-nsive attic space between the ter waterproof surface and the side ceiling, we need only enough ickness to allow a wash of air drain off heat that gets through. But we still need wide, overhang-g eaves to keep the sun off the lls and window areas during the ttest hours of the summer day. ch wide overhangs are equally cessary to protect door and win-w openings during the rains. For is then that relative humidity is st oppressive, and ventilation is st necessary.

e gallery

Perhaps the most distinctive fea-e of Gulf Coast residential ar-tecture before the Twentieth tury is the outdoor living porch. led a *gallery* if it extends all ng the house, and a *loggia* if it anked by enclosed rooms. These nents differ from the usual ch or veranda in other sections he country. They are not "stuck but are integrally formed by ecting both floor and ceiling—a room with the outside wall aced by an open railing. (See 75.) Their multipurpose role curately recorded by a French ger in 1807 describing the new try for the folks back home:

". . . the climate makes galleries necessary. All houses have them—some on all sides, others on two sides only, and rarely on only one side. These galleries are formed by the prolongation of the roof . . . supported by little wood columns with a pleasing effect: ordinarily the galleries are given a width of eight to nine feet. The width offers several advantages: (a) it prevents the sun's rays from striking the walls of the house, thus keeping them cooler; (b) it offers a good place to walk (on the shady side); (c) to eat; (d) to sit out in the evening with company, and often in the warm spells of the summer; (e) to sleep on."*

In 1950, galleries still have the same practical purposes and they would give a desirable visual relationship of new to old without seeming phony.

The patio

The traditional city house on the Gulf Coast gave special prominence to the patio or living terrace, not as a separated space for use only during short seasons, but in a closer way. (See page 77.) Usually the garden was united to the house and privacy was gained by walls, hedges, and screens. In the early days they knew how to use plants and flowers as an insulating green cover. Leaf-shedding trees and vines, spaced to permit ventilation, let the sun through in winter while screening it in summer. We can still learn a lot from the way they did it. Today, we can respect this tradition not by copying antique patios, but

(Continued on next page)

*(From C. C. Robin, *Voyages dans L'Interieur de la Louisiane*, Paris, 1807.)*





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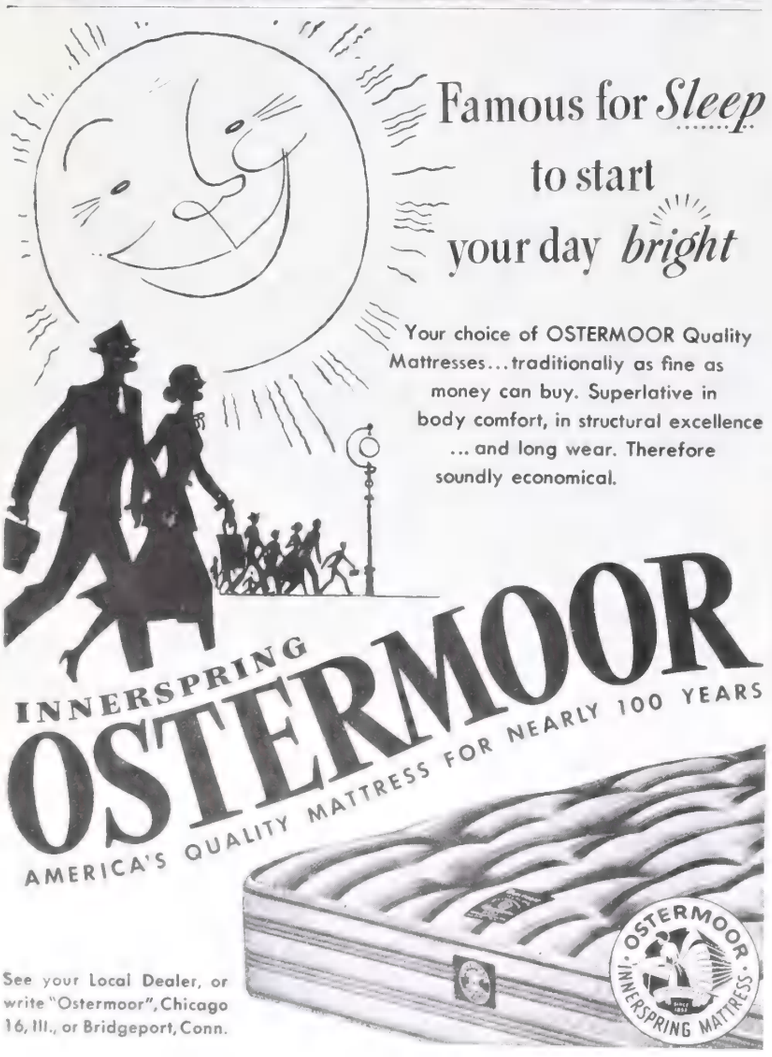


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GULF COAST CLIMATE

CONTINUED FROM PRECEDING PAGE



The patio is still a good climate device. Its paved surfaces offer dry footing in a land of torrential rains. But unless it's properly shaded by trees and vines, as in this old courtyard in the French quarter, this same paving will soak up and re-radiate solar heat.

rather by accepting the principle of the paved garden as a legitimate room of the house.

One important addition to these old climate forms which frees our planning is the lowly insect screen. Insects are one of the main hazards to comfort and health in this area. With insect mesh now available in widths up to six feet, in non-corrosive metals and plastics, almost any outside area can be enclosed. (See page 87.)

Hot-air drains

The traditional house had ceilings 12 to 14 feet high. The extra space above your head drained the warmest air upward and out the transom. This was a good solution for cooling when interior space was not purchased at a dollar per cubic foot. Today, high building costs make it cheaper and more efficient for us to drain off the warmest air through naturally-vented openings and power fans.

Floor-to-ceiling openings

French windows, side-hinged in pairs and opening to the floor, came over with the earliest French settlers. But even later in the Nineteenth Century when the vertical sliding, double-hung or "guillotine" window of the Anglo-Americans came into use, the sill was set at the floor line along the galleries. It was so proportioned that the lower half, when raised, permitted one to walk easily through the opening. From these old houses we learn that air movement is encouraged, flue-fashion, when openings extend to either floor or ceiling or wall.

In other words, if you want to induce the air to move freely through a room, eliminate dead-air pockets between window sill and floor, top of window and ceiling, sides of window and wall. With modern sliding doors and windows, this is easy to accomplish. Dr. Siple's flexible screen-wall suggestion becomes an attainable goal even in a modest dwelling.

The louver

This device is as old as time itself, and yet forever new—the louvered blind, the shutter, the





Louvers, old and new. Whether they're old, handmade, cypress ones (left), new glass ones (right), or plastic or aluminum, louvers are one of the sub-tropic's most important comfort tools. They offer you a highly flexible control of ventilation, sun, rain, and in addition afford precious privacy.

louse. They are all variants of at simple arrangement of diago-l slats which lets in air and light ile screening the rain, direct n's rays and, of course, the view outsiders. In dozens of different ys this ventilating device can lp solve problems where need for ivacy, air circulation, and light ntrol converge.

Imaginative contemporary de-gners have already demonstrated e practical and aesthetic pos-ilities of the louver. It can be ed vertically as well as horizon-ly, and can be executed in any terial—wood, metal, glass, even nvas. Actually, the whole façade your house can be louvered if u want it.

adition always contempo-y in its own time

Mid-twentieth century technol-has given us literally hundreds new building tools and ma-als—things which our climate-scious ancestors would have pted with enthusiasm and used with imagination. Many of these are without precedent and cannot be used in a "traditional manner"—they have to be handled in their own terms.

But the architectural *principles* outlined here still apply. Many of them will actually enable modern equipment to operate more efficiently. Consider air conditioning: If there is one region in the country where full summer conditioning is justified from a comfort standpoint, the Gulf Coast is it. It is already basic equipment in stores, offices, and factories. And more and more people are coming to regard it as essential in their homes. But climate-conscious use of galleries, louvers, and umbrella roofs, far from hindering your air conditioning system, will actually boost its efficiency.

The same thing is true with regard to almost any item that goes into a house. The conflict between yesterday's building ideas and today's is not as wide as some people tend to think. Sound principles are always modern.

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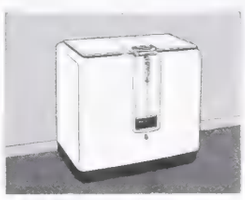


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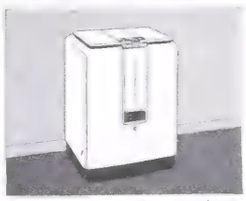




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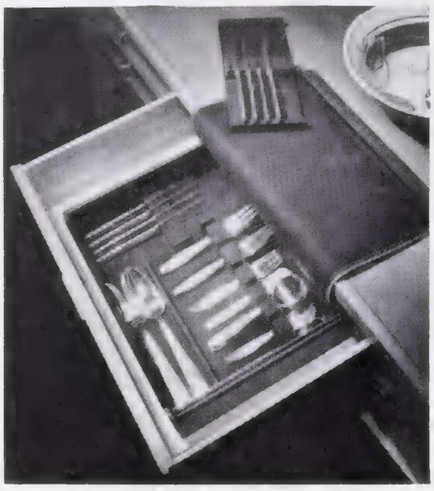
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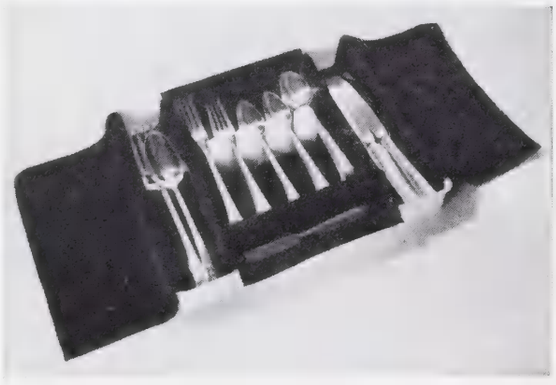
3 Bright Ways to Store Silver

PHOTOGRAPHS BY WILLIAM HOWLAND

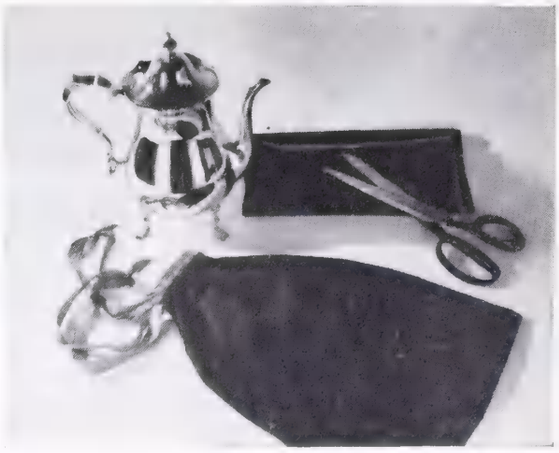




You can store 110 pieces of flatware in this engineered chest. Yet it fits snugly into any standard drawer. It is removable, too, so you can tote it to make table-setting easier. Tarnish-resistant flannel lines chest and zippered cover. "Sunset" flatware, Allan Adler. Chest, M. I. Naken Co. Both from B. Altman and Company.



Easily cleaned, plastic tray keeps both silver and drawer orderly. Removable cloth protects silver. "Spring Garden" flatware, Holmes & Edwards. Flatware tray, Vogue Products Co. "Magic Liner" is from Pacific Mills.



Make your own tarnish-protective drawstring bags to fit your hollow ware. Then you can store it safely by stacking. "Pacific Silver Cloth" comes by the yard for this purpose. Pot is from the Poole Silver Company.

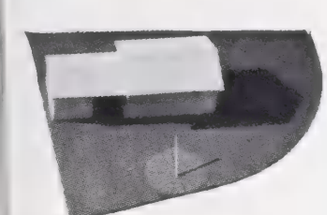
Sun and Shade

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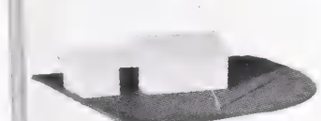


This picture shows why. It is aken at 4 P.M. on a summer after-oon. with several hours of the ottest sunshine still to come. And is house has a very generous verhang on the west side—much igger than makes any economic ense. Yet the 4 o'clock sun gets underneath the overhang and eats the west wall like blazes.

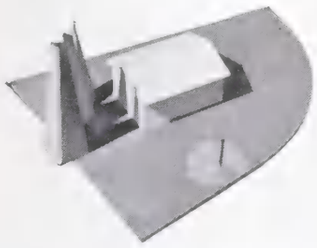
Against this *low* sun, your shield ust be something vertical and all—a *wall* of some sort that ands to the west of the house. his wall could consist of trees. It ould be a trellis with vines, or ines growing on the wall itself, or n arrangement of baffles. (See OUSE BEAUTIFUL, March, page 106 nd 107). It could be someone lse's house, for that matter. It ould be an outright wall, built or that purpose.



This picture shows a good way protect the west side of a house m hot summer sun. Use the ga-ge as a shade wall. You can see re is a lot of sense in the eme, now so popular, of having breezeway" between garage and se. But, of course, it makes se only if the garage stands west the house!

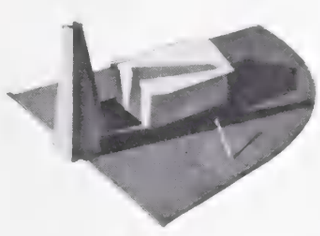


ow you can see how this ar-gement behaves in winter, just ore sunset. The winter afternoon such as it is, gets pretty good ss to the house.



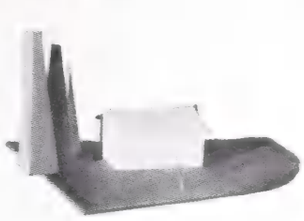
Here the shade "wall" consists of trees. (Those derrick-like things.) Notice how this tree-wall is arranged—it runs at an angle to the house; the trees taper, from tall in front to shorter in the back. That is the way it sort of designs itself when you try it out on the Sun-and-Shade Machine.

In this picture, it is only 3 P.M. The hot part of the afternoon is just beginning, but trees 1 and 2 throw their shade squarely on the west wall. Of course these paper trees of ours are a bit lean at the top. Real trees would throw a fuller shade. But our derrick-like ones show more exactly where the shadows fall.



This photograph is taken at 5 P.M. on a summer afternoon. Tree #1 now shades the front lawn. The shadow of tree #3 is just beginning to climb up the northwest corner of the house. #2 and #3 between them will protect the west wall till sunset.

"But if I put trees there, don't I cut off my winter sun?"



This picture answers that. It shows the same house and the same trees, around January 1st, just before sunset. It shows: In winter the sun never gets around to the west. It sets more nearly in the southwest. The shade of those trees never comes around enough to fall on the house in winter. So you

(*Continued on next page*)

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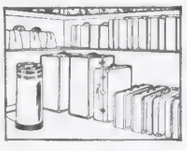
says Earle Haney,
Washington, D. C.

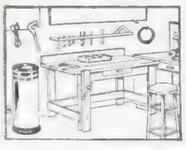
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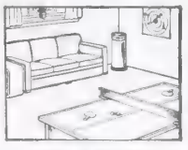


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HOW TO MANIPULATE SUN AND SHADE

CONTINUED FROM PRECEDING PAGE

can keep off the summer sun and still have all the winter sun there is! Notice that this winter sun does *not* depend on the trees shedding their leaves. It depends only on the exact location of the trees, and the path of the sun.

So, regardless of whether you live in an existing house or are building a new one, you need to remember these things about the meaning of the compass. For the four points of the compass are not all equally good. Here is a check list.

South is good. The south wall of a house gets more hours of sunshine on a winter day than on a summer day. And it gets *hotter* sunshine in winter, when the sun is lower, than it gets in summer! So, *the south side evens out the difference between summer and winter*—even without an overhanging roof. *With* an overhanging roof, it's still better.

North is bad. The north wall of a house gets no sun at all in winter. *It does get many hours of sunshine in summer!* (during the morning and evening hours). So, *the north side exaggerates the difference between summer and winter.*

East is pretty good. The east wall gets sun in the morning, when the day is cool. It has shade in the afternoon, when, summer *or* winter, the day has warmed up. So, *the east side evens out the difference between morning and afternoon.* But the east wall gets very much more sun in summer than in winter. It therefore exaggerates the difference between winter and summer. That's why an east exposure is only so-so.

West is worst. The west wall of a house gets sun only in the afternoon—none in the morning. But the afternoon is the warmest part of day anyway, summer or winter. The morning is the coolest time. *The west wall therefore exaggerates the difference between the cool time of day and the warm time.* On top of that, the west wall gets much more sun in summer than in winter, so *it exaggerates also the difference between seasons.*

The ideas pictured on pages 43 and 91 are the tools you can use to cope with your own particular version of these basic conditions.

HOW ONE MAN MANIPULATED HIS OWN SUN AND SHADE

CONTINUED FROM PAGE 43

wanted to place the dining room where it would *not* get sun in winter—since dinnertime is after sundown. But in summer, after Daylight Saving Time goes into effect, the sun does shine at dinnertime. The dining room ought to be in a spot that would get summer evening sun. Now where can we find that spot?

To figure all this out on paper would be quite a task—even for an engineer-astronomer-navigator. So why not make a model of the house, shine a lamp on it from the correct angle, and *look* at sun and shade that you get?

Carbonara reasoned: Moving the lamp around the model takes too much gadgetry. The job could be done still more simply. After all, the sun does not really move around the house. The sun stands still. The earth tilts and turns so that the sun shines on the house now from the east, now from the west, now from high up, now from down low. Why not rig up a platform that would tilt and turn the way the earth tilts and turns the real house?

Here it is. The odd shape of the platform is the odd shape of Carbonara's lot. The house mounted on it is not his, but just an average house. Carbonara built the "machine" himself in his basement workshop. You can do the same. It's simple; all you have to do is get the angles right. If you don't feel like tackling it, I can put you in touch with a craftsman who is building me one.

You simply put it on the table. You put a lamp at the other end of the table, at the same height as the machine. You tilt the house for the time of year, turn it for the time of day—and you *see* what's what.

And that's what more home builders need to know!

THE NEWEST WAY TO LICK CRABGRASS

CONTINUED FROM PAGE 84

Those who like to experiment will also want to try potassium cyanate. It has been field-tested by relatively few researchers, and these were primarily in the New York-New Jersey area and active only for one year (1949). The kill of the Eastern type of crabgrass from spring or fall applications was so good (sometimes 98 to 100%) that potassium cyanate will be sold this year for home lawns. NOTE: Summer applications last year were worthless, presumably because the drought had stopped plant growth. Manufacturers warn that you should wait until active grass growth starts again if you haven't kept your lawn growing by regular waterings.

Potassium cyanate costs considerably less than "Scutl" and it is non-poisonous to humans. It dissolves readily in water, but since it must be applied as a spray, using potassium cyanate is more bother than merely spreading the dry "Scutl" granules. And as last summer's results indicated, sometimes the crabgrass can go merrily on its way, unaffected by the potassium cyanate.

But whichever chemical you decide to try, don't forget the other essentials for crabgrass control.

1. Get a dense sod by regular and generous feeding with a balanced plant food.

2. Never cut lower than 1½ inches. "Shaving" the lawn weakens the grass, and weak grass can't keep crabgrass crowded out.

3. Delay use of 2,4-D (for dandelions, plantain, etc.) until fall. (*Never use 2,4-D in the spring in crabgrass country* or you kill the weeds just in time to let crabgrass take over.)



y Richard Williams

What music shall I choose?

e who has a choice has trouble," says a Dutch proverb.

Not long ago, I received a letter om a reader who said, "I have re-ntly bought a record player. Now mebody will have to tell me what isic I should get, because musi-lly speaking I am a dope and I afraid I am going to buy the ong records. I have gone to the re to consult the man there, but doesn't seem to be very helpful. aybe he doesn't know either. ne sort of self-service system will e to be invented."

My correspondent is right, and experience can't be unique. It customary to dismiss these re-sts by saying that tastes differ, t no one has a right to choose another, and that if I were to ose for you, I would have to w a good deal more than I do ut your tastes, your education, your emotional make-up. Con-seurs are likely to look askance the top of their spectacles at guides or basic selections of ic.

onetheless, there is a need for n. Very much of a need. I think a great favor which the record panies could bestow upon them-es would be the development "packages" of music, that is, ted and definite basic libraries e-foot or five-inch shelves, if you like—which could be offered to people who have become interested in music but who do not know "what music I should get." This is a guiding service which people, unsure of their own tastes, would appreciate, and which would, in my opinion, become a commercial success.

The record companies might go further: They might develop small anthologies of musical selections to serve as samplers. Such samplers might do nothing more than whet the appetite without satisfying it. They would be welcome by people who are just on the verge of becoming interested, who are curious to find out whether they are capable of enjoying good music, but who as yet believe themselves incapable of swallowing a long opera or a weighty symphony as a whole. If they could get an album which would introduce them to Beethoven by setting before them one movement of one of his symphonies, one of his overtures, an excerpt from one of his string quartets, and perhaps one of the numbers from his only opera, *Fidelio*, wouldn't they love to have such an album?

Granted that such selection is stylistically culpable—one really ought not to break a symphony into pieces—one can defend it (*I* can

(*Continued on next page*)



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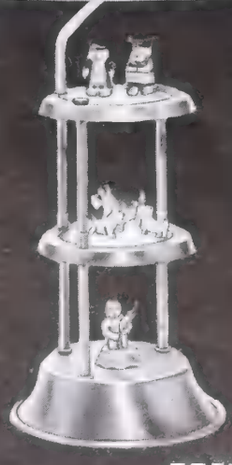
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WHAT MUSIC SHALL I CHOOSE?

CONTINUED FROM PRECEDING PAGE

defend it!) as a means to a good end, that of acquainting you with Beethoven's matchless mind.

Guiding and sampling are two processes which publishers of books have used to their profit. You personally might not like the business of having literature served on the smörgasbord principle. You might not care for such things as *A Treasury of Fine Prose* or *An Anthology of the World's Best Loved Poetry* or *Gems from Shakespeare*, but the fact is that most people do like them. They find it an easy, and perhaps a lazy, way of becoming acquainted with literature. The success of the Book-of-the-Month Club is, I think, partly due to convenience. You get books delivered to your home, but it is also due to the fact that its committee guides you toward books which may interest you. This committee is not inhibited by a fear that they cannot tell what your particular tastes are.

Record manufacturers, however, are inhibited, and so they say, "Here is our catalogue of fine music. You go and pick out what you want." How can you? Each catalogue contains thousands of numbers, comprising several hundred composers, the music being performed by many different artists. It is a maze. Rather, it is a chest of treasures and of tinsel in which it is difficult for you to pick out the treasures. There are books available which evaluate the various recordings, separating the good from the not so good. But these books, such as *The Record Book* by David Hall and *A Guide to Recorded Music* by Irving Kolodin, are too inclusive to be of much value to the beginner. They are more helpful to people who already know what's what in music.

I have come across a new book which is more helpful because it attempts to be truly selective. It is called *Selective Record Guide*. Its author is Moses Smith who, though a Bostonian and a Harvard graduate, seems to be a man of common sense and mindful of the needs of people who "like music but do not know anything about it." His guide proposes three steps: First, a basic list as a starter, a selection of fine recorded music which adds up to no more than a hundred dollars worth of records. Then, a second list which ranges more widely and which, when combined with List No. 1, makes "a moderate-size permanent selection of both the older and the modern works." Finally, a third list designed for the musical enthusiast. This list is arranged by kinds of music rather than by composers. Mr. Smith believes that once you have made the acquaintance of music in general, you may wish to specialize. If you have become particularly interested in piano music, the third list will suggest further piano selections. Same with opera, orchestral music, etc.

It is easy to disagree with some of Mr. Smith's choices. Anybody who selects lays himself open to accusations by all of us who have favorites. "Why don't you include more Scarlatti", we shout, "and why is Puccini so scantily represented?" Nevertheless, I am sure that his guide will prove helpful, and I admire the author for having done it. With his permission, I quote his List No. 1, those works he calls "basic."

Bach: Passacaglia and Fugue in C minor for organ; Toccata and Fugue in D minor for organ; Cantata No. 140, "Sleepers, Awake!" "Komm', susser Tod"; French Suite No. 6 in E major.

Beethoven: String Quartet in C minor, Op. 18, No. 4; Piano Sonata in F Minor, Op. 57 (Appassionata); Symphony No. 7 in A major.

Berlioz: Overture, "Roman Carnival."

Bizet: Suite from *Carmen*.

Brahms: Variations on a Theme of Haydn: "Die Mainacht."

Chopin: Piano Music of Chopin.

Debussy: The Children's Corner; "Prelude to the Afternoon of a Faun."

Franck: Sonata in A major for violin and piano.

Gershwin: Excerpts from *Porgy and Bess*.

Gluck: "Che faro senze Euridice" and "Che puro ciel" from *Orpheus*.

Grieg: Peer Gynt Suite No. 1.

Handel: Water Music Suite; Siciliana.

Harris: Symphony No. 3.

Haydn: Symphony No. 104 in D major (London); Trumpet Concerto in E-flat major: second and third movements.

Mendelssohn: Violin Concerto in E minor.

Moussorgsky: "Coronation Scene" from *Boris Gudounov.*

Mozart: Symphony No. 40 in G minor (K. 550); Quartet in F major for oboe and strings (K. 370); Mozart Operatic Arias.

Purcell: Air, "When I am Laid in Earth" (Dido's Lament), from *Dido and Aeneas.*

Rossini: "Una voce poco fa" from *The Barber of Seville.*

Scarlatti: "Sè Florindo è fedele" from *Pirro e Demètrio.*

Schubert: Symphony No. 8 in B minor (Unfinished); "Die Forelle" (The Trout) and "Der Tod und das Madchen" (Death and the Maiden).

Schumann: Piano Concerto in A minor; "Der Nussbaum" (The Walnut Tree).

Strauss: "Till Eulenspiegel."

Stravinsky: Suite from *Petrouchka.*

Tchaikovsky: Nutcracker Suite No. 1.

Verdi: "Miserere" from *Il Trovatore;* "Caro nome" from *Rigoletto.*

Wagner: Prelude to *The Mastersingers;* "Love-Death" from *Tristan and Isolde.*

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 31

ions like those provided by, of ll things, the Pink Fancy, on St. Croix in the Virgins, décor by Wilam Pahlmann, murals by Howard edersen, names like Flattery, elicity, and Upper and Lower Joy –plus a swimming pool at your oor, a frozen-food shop up the reet, a maid at $10 a week—all n a primitive island!

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ring it home homespun

hould your acquaintance with ntain merchandise be limited hose gawdy hooked rugs and ille spreads which seem to wave from so many clotheslines along so many highways, mountain and otherwise, visit Gatlinburg, Tennessee, during the Third Annual Southern Highlands Craftsman's Fair, July 24-29. For it is the aim of the Southern Highlands Craftsman's Guild, the nonprofit membership organization which sponsors the Fair, to keep alive the best of the traditional mountain crafts. Its standards are high. As a result, you can count on authenticity in the twenty-odd craft demonstrations on view on the green of Gatlinburg's Pi Beta Phi Settlement School during the Fair. Here you'll see wood-carving, weaving, pottery, metal crafts, some in continuous operation since pioneer days, even in the same family and with the same equipment and patterns. You can buy with confidence from the carefully selected crafts on sale. And, since the fair provides an equally authentic background of folk music and dancing, you can have a fine time doing it. Gatlinburg is the western entrance to Great Smoky Mountain National Park, one of our nation's most popular. So if you want to be around during Fair time, write now for a line on accommodations to the Gatlinburg Tourist Bureau, Gatlinburg, Tennessee.

More room in Bermuda

The Castle Harbour in Tucker's Town, Bermuda, which has lately reopened its sea-horse doors, sits high on a coral cliff in what seems to be the center of an endless, luminous aquamarine sea. At least, that's the remarkable view of the outside world you get when you're inside any one of its 300 rooms. Decorator Joseph Huston, who has completely refurbished the hotel, hasn't let any of this natural sea color go to waste. Since it gets into every room through the windows, he's made it part of the color scheme, sometimes repeating it in rugs and fabrics, or setting it off, the way nature does in Bermuda, with coral pink and lime yellow. Delightful rooms result. You've rarely seen a more pleasing color combination than a wall of this green-blue against rosy-brown woodwork of Bermuda cedar, or a handsomer rug than the two-tone aquamarine block carpeting on the first floor. Furniture and fabrics were specially made in England.

The staff is a hand-picked one, trained in the tradition of luxury service abroad, but even if the place looks elegant and operates elegantly, guests actually go their ways with the pleasant casualness that everyone acquires in Bermuda. You dress formally for dinner only if you choose to.

The hotel is as good as a little town by itself. Here are a few of the things you can do: swim in the pool or from the hotel's pink coral beach; golf at St. George's or at the Mid Ocean Club, one of the golf world's showplaces; fish, sail, play tennis, ride, bicycle, skeet shoot, go helmet diving in marine gardens; shop in the hotel's arcade where some of the best Bermuda stores have branch shops; try a rum swizzle in the Sucker Bar (you sit on exaggerated versions of old English settles ranged around the wall); dance in the rather posh night club, all citron-yellow and chalk-white, with the orchestra playing from a bird-cage pavilion. Double rooms with bath start at $15 per person per day, American plan.

Getting around

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(*Continued on next page*)



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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

electrically operated gangways which telescope against the walls when not in use, to escalators which convey you and your baggage gracefully to train platforms.

On the new DC-6's which Sabena is putting into trans-Atlantic service this summer, you can have recorded music from a miniature speaker at your seat merely by pushing a button.

For an even more gorgeous view of Colorado's Royal Gorge, the Denver, Rio Grande, and Western is doing it with those new glass-domed cars.

American Airlines passengers can now arrange ahead to be met by their very own rented car in any one of 60 cities in the United States and Europe.

United Airlines has a Fly-to-the-Factory Plan, just in case you are buying a new car this summer, and would like to use the money you save by picking it up at the factory for a pleasure trip driving it home.

Off-train dining, the same that made the Harvey Girls famous, has been revived by the Santa Fe Railroad for passengers who want a more leisurely trip through the Indian country of the west.

The first non-stop scheduled flight to Paris is yours on the Parisian, Air France's new, de luxe, extra-fare service.

For the ultimate in smooth, silent riding, the French National Railroad's crack trains on the main Paris-Strasbourg Line are the first steam-powered trains to run on pneumatic tires.

Colonial Airlines is flying a summer special to Bermuda: seven days from any city in the arc from Boston to Washington, including room and meals in Bermuda, $152 up, with accommodations at Eagle's Nest, Oxford House, or Kenwood Club; or $218 at the Castle Harbour.

Denver plus

Denver's Mountain Parks are a comparatively well-beaten path. But you haven't seen Denver unless you've seen her fabulous back yard, and you could travel many more miles elsewhere without seeing so much of scenery and interest. For here only 153 miles of well-conditioned mountain driving will take you up over 14,000 feet to the top of Mt. Evans, higher than any other highway in North America, down the six-mile descent into beautiful Virginia Canyon, beguilingly marked at the top, "Hill." This drive also takes you from the colorful past when Buffalo Bill rode the plains and rough miners foregathered in the mahogany and mirror bar of the old Teller House at Central City, to the best of present-day entertainment.

This summer's program at Central City's beautifully restored Opera House will include star-studded opera, July 1 through 29, and equally star-studded drama August 5 through 26. To mail-order tickets ahead, address the Central City Box Office, c/o Daniels & Fisher, Denver. Prices: opening night, for *Madame Butterfly*, July 1, for *Don Pasquale*, July 15: $4.50, $5.40, $7.50; Saturday nights, $3.80, $4.80, $5.70; week nights except Mondays, $3.25, $4.00, $5.40; matinees Saturdays, Sundays, and Tuesdays, $3.25, $3.80, $4.50.

At the Theater of the Red Rocks there will be concerts by the Denver Symphony Orchestra each Friday night, July 7 through August 11. Tickets, at only $1 to $1.50 depending on the soloist, will be on sale at the May Company, Denver, and you may want to do as Denver does, drive out in the afternoon with a picnic supper to enjoy to the utmost, and by daylight, the red-rock glory that is this outdoor theater's particular asset.

To read and keep

Richard Joseph, as seasoned a traveler as ever packed a portmanteau, has managed to cram into one little book about all the basic information anyone needs before setting out to see the 23 different countries covered in it. The book is *Your Trip Abroad*, published by Doubleday, at $4. First part of the book gives you a sensible slant on trip-planning in general, how to figure costs, and—something too few people are hep to—the great good services you can expect from your travel agent. It tells you how to cope with passports, packing, foreign money, tipping, and how to look as if you knew the ropes by land, sea, and air. In briefing each country, the writer ticks off a bit of its culture, history, and current outlook, then provides specific lists of what to do, where to stay, what to wear, where to eat, drink, or be merry, what to buy, what red tape if any to expect. He finishes off with a checklist of worth-while excursions, a bibliography, and the addresses of banks, consulates, and tourist offices which every American traveler should note in his address book.

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final year of California's three-year Centennial will be the display of the state's choicest literary memenos at San Marino's Huntington Library. Original manuscripts and autographed letters never before exhibited will be on view through September 30.

Freedom Fair

Practically any day you visit Washington, D. C., between now through November 22, you will find yourself involved in a parade, festival, music, dedication, state day or other ceremony in connection with Washington's Sesquicentennial, the 150th anniversary of its establishment as permanent capital. In addition, a super Air Show is promised for mid-July, a National Defense Show for late August. Since Washington will also be host to 275 national conventions during the Fair, advance reservations are even more of a must than usual.

The Coast

Those who speak of the Oregon Coast with bated breath will usually admit it was not merely the magnificence of the Coast itself that won them, but the many plusses to which U. S. 101, between Astoria and Crescent City, California, 400 miles south, give access. The Coast itself is sheer grandeur. But when fog muffles and chills the Coast, there are little lakes just inland, warm, cozy in verdant forest, where you can boat, swim, fish, sun, or just have a picnic at a table nested in rhododendron, huckleberry, and salal. And when your arms ache from swinging the car around so many curves, and your head spins from watching your way past the onrushing lumber trucks, you can take time out with profit almost anywhere. Explore the smooth, clean dunes south of Florence near Siuslaw Bay; go through the myrtlewood factory which turns out those lovely bowls; try your luck clamming on some moist, quiet beach; scramble some fantastic rock or other, or just loll around one of the quiet, modest hotels or motor courts which are characteristic of this region. These, in fact, are to the real enthusiast one of its chief charms. You'll find a listing of the better ones, together with pertinent town-to-town data for the whole 360 miles in a folder put out by and available from the Oregon Coast Association, Tillamook, Ore.

Just incidentally

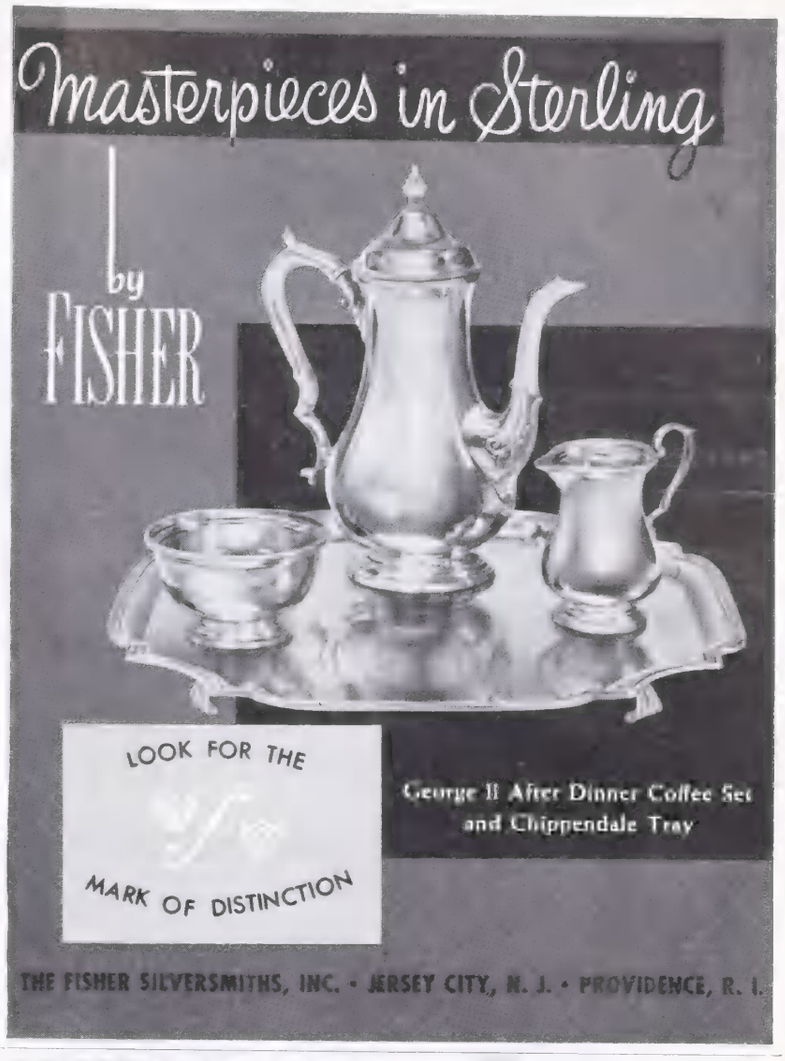
When you look up at the weathervane atop Boston's Faneuil Hall, don't ask, "But why a grasshopper?" Nobody knows. We do know this, however: Although the grasshopper weathervane was erected in 1742, and has been down for repair, replacement, regilding, and the like a number of times since, it was only in 1899, when it was treated to a new leg, a splice on the tongue, a patch on the body, and another coat of gilt that a tiny, secret vest pocket was discovered. In it was a folded note, obviously written by some waggish workman before the Revolution, as follows:

"Shem Drowne made it in 1742. To my brethren and fellow grasshoppers. Fell in ye year 1753, November 18, early in ye morning by a great earthquake by my Old Master above. Again like to have met with my Utter Ruin by fire, but Hopping timely from my Public Situation, came off with broken bones and much bruised. Cured and fixed . . . Old Master's Son, Thomas Drowne, June 28, 1768, and though I will promise to Discharge my office, yet I will vary as ye wind."

Cruises on your own

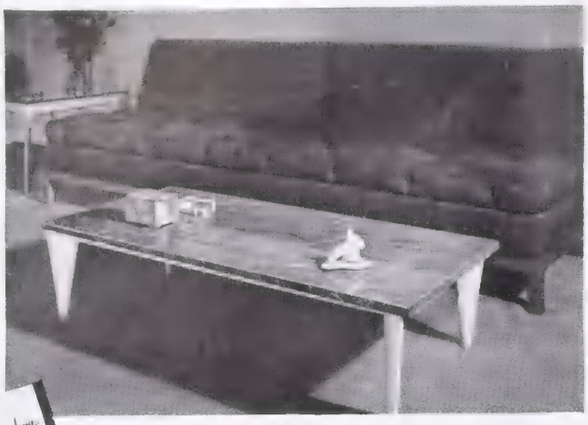
For those who own their own cruising craft, there is no richer area than the water highways of Ontario, Canada. These include the choicer, island-dotted reaches of the St. Lawrence, north-shore Great Lakes plusses like Georgian Bay, and at least two waterways, one from Port Severn on Georgian Bay via river, lake, and friendly town to Trenton and into Lake Ontario; and the Rideau Circle, which takes you by lake, river, and canal from Kingston at the eastern end of Lake Ontario to Ottawa and back to the St. Lawrence via Hawkesbury. From here you can investigate the St. Lawrence islands en route to Kingston again.

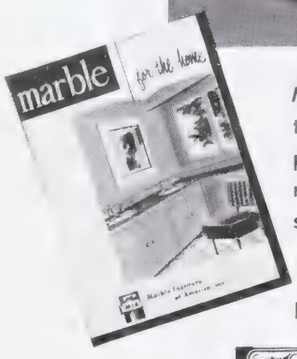
Since last summer, the Dominion Department of Transportation, with the co-operation of the Ontario Department of Travel and Publicity—address, Parliament Buildings, Toronto—has surveyed new areas. They've particularly stressed Georgian Bay north of Parry Sound and Lake Huron, and recharted the whole area, so that the Trent Waterway, for instance, is now covered by four charts at 25 cents each. As initial step toward planning your trip, write the travel department for their free booklet, "Cruising Ontario Waters." This outlines trips, gives dockside facilities, and indicates what charts to order to take you cruising precisely where you want to go.





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Pantry Shelf News

by Julie Polshek

Gather 'round, chocolate hounds! I've news of a new chocolate sauce that's something to smack your lips over. In the language of teenagers, it's out of this world. Kettle Cove's Chocolate Sauce Elegante is as extra-special as its name implies; as different from run-of-the-mill sauces as dungarees are from a party formal. The velvety, super-rich concoction has a sparkle, a deep-throated flavor that's like no other chocolate you ever tasted. Only its richness deters one from consuming an entire jarful by spoonfuls. It comes by its home-made taste honestly for, like Kettle Cove's inimitable orange slices and fruit syrups, their luscious Chocolate Sauce Elegante is made in open kettles by home-kitchen methods, from superfine ingredients. Mr. and Mrs. Coolidge, Kettle Cove Industries' gracious guiding lights, hew close to the philosophy that there's no short cut to quality. How right they are!

I don't know when a Pantry Shelf News candidate caused such a furor around these parts, or won such glowing and unanimous praise. As one member of my tasting squad so aptly put it as she spooned into her chocolate sundae Elegante, "I wish I could eat it so slowly it would last all day."

Kettle Cove make four versions of Chocolate Sauce Elegante. For the sophisticated palate they offer two choices—one flavored with crème de menthe, another with Cointreau. For the tots and those grownups who prefer their sauce without alcoholic content, there's a choice of plain Chocolate Sauce Elegante or one flavored with mint. The liqueur-flavored sauces are something to shout about. Both the mellow, minty flavor of the crème de menthe and the rich orangey undertone of the Cointreau blend with the subtle flavoring bouquet in the chocolate to such perfection that it's hard to choose between them. Three 12 ounce jars of either cost $3.45; 3 jars of either the plain or mint flavored cost $2.25. (both plus postage) Charles & Co., 340 Madison Ave., New York, N. Y.

When I heard rumors of a new individual coffee bag that performed like a tea bag, I was more than a little skeptical about the claims made for it. The bag, 'twas said, contained honest-to-goodness ground coffee beans yielded a real brewed flavor. Both claims sounded much too good to be true. But I could be wrong, said I to myself. And I was. The Araban Steepolator coffee bag made good on both counts.

Each sealed bag makes one cup of delicious, full-flavored coffee. As with tea bags, you can make the brew weak or strong, depending on how long you let the bag steep in your cup. I'm told the secret of the brewed-coffee flavor they yield is the very special paper used for the bags that hold the ground coffee.

These Steepolator bags are heaven-sent for that solo cup at mid-morning or afternoon coffee and at mealtimes in households like my own where one drinks tea, the other coffee (and insists on the Mc-Coy). They're a boon, too, when you want to whip up a round of iced coffees. It's quick, easy, no boils kitchen clean-up down to washing the iced-coffee glasses. Sixty Araban Steepolator coffee bags cost $2.00 plus postage. From Jordan-Marsh Co., Boston, Mass.

Nothing hits the spot on a muggy summer day like a long, iced drink. Some like them hard; as many more find soft drinks more cooling. The old stand-bys will always be with us, but with drinks as with food, a change of pace keeps your repertoire sparkling. To broaden the soft-drink horizon, I've gathered up a group of syrup concentrates that are as unusual as they're delicious. Mixed with plain or carbonated water, they yield mighty tasty and refreshing whistle-wetters. A twist of lemon peel and/or a dash of Angostura or orange bitters add an extra fillip.

Let's start with the newest of the group—Australian Mynor passion-fruit nectar. The tangy concentrate tastes like a medley of apricot, canteloupe, and mango juices. The 1-pint-10-ounce bottle makes a gallon of fruity ade. There's a little recipe book with it that contains the formula for a quietly potent cocktail aptly called "Boomerang" and a delicious gelatin dessert. Also, like the other syrups I'll tell you about anon, passion-fruit nectar does itself proud as an ice-cream or dessert sauce. The nectar costs $1.50 a bottle.

Next on the roll call is Rougier Sirop d'Orgeat, a heavenly concentrated syrup made from bitter almonds and orange-flower water. Most people know it as a prime ingredient of the famous Army and Navy Cocktail. But, among the French especially, it rates high as a tall, soft drink, mixed with carbonated water. I'm all for having an extra bottle just for dessert uses. The ⅕-quart bottle supplies recipes for the Army and Navy Cocktail, New Orleans Silver Fizz, and the Anniversary Cocktail. It costs $1.45 a bottle.

The third candidate on the roster is Trader Vic Grenadine. It needs no introduction in the cocktail world or as a dessert and fruit sauce, but it's not as well known as it deserves to be for soft-drink making. Its raspberry-cherry-like flavor is tangy and refreshing. A ⅕-quart costs 95 cents.

The final member of the group is Crème de Cassis, a pungent blackberry-like concentrate from France. In this country it's best known as a dessert sauce, but in France it's a national favorite mixed with carbonated water in drink guise. It yields a delicious tall drink that tastes much like the well-known Vermouth cassis, and has a wee alcoholic content. A quart costs $2.35. All four syrups are available from Vendome Co., 415 Madison Ave., New York, N. Y. (Add postage to all prices.)

1* of sugar
2* of lime or lemon juice
3* of ice and water
4* of Myers's Jamaica Rum
Add a dash of bitters and a maraschino cherry. A Planters' Punch as it should be made. (*Equal parts)



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GIVE A DIFFERENT KIND OF DINNER PARTY

CONTINUED FROM PAGE 58

specialty shop. (Should you not know such a shop, HOUSE BEAUTIFUL has arranged with Harry Good's food specialty shop at 2252 Kalakaua Avenue, Honolulu, to ship any of these things to you by mail. Order three weeks ahead of the time you will need them for the party.)

The menu is not too difficult, as you can see:

Avocado Cocktail
Lobster Curry
Baked Bananas
Poi Puffs
Green Salad, tossed with *fines herbes*
Papaya with Lilikoi Sherbet
Kona Coffee

All ingredients starred* in the recipes may be successfully ordered by mail from Honolulu.

Avocado Cocktail

1 part chili sauce
½ part tomato juice
Lemon juice, onion juice, Worcestershire sauce

Freeze this mixture to a sherbet-like consistency. Cut ripe avocados in generous cubes. Put in cocktail glasses and pour over the frozen sauce.

Place the filled cocktail glasses on crushed ice in individual coconut bowls. The rosy frozen sauce, reminiscent of the glow of a Waikiki sunset, smothers the pear completely. With this first course, serve *Mora's "Hav-a-chip" Wafers, made in Hawaii. These crisp little wafers are nothing more than sheer transparencies of a corn-meal base, but like nothing you have on the Mainland.

Next comes the mysterious covered coconut bowls, darkly gleaming on their bamboo stands. Lifted covers reveal delicious hot lobster curry bedded on rice. Perhaps our Island grandmothers did adopt the dish from India, but their skillful Chinese chefs and our present-day Japanese cooks have improvised and improved and made curry an Island institution. Some authorities believe that curry improves with ripening and recommend that it be made the day before using.

Lobster Curry

Grate two coconuts and save one cup of the feathery white meat for the condiment tray. Heat 1 quart of rich milk to the scalding point and pour it at once over the grated

(*Continued on next page*)

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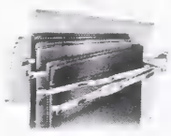
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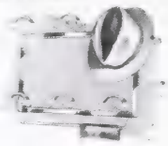
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GIVE A DIFFERENT KIND OF DINNER PARTY

CONTINUED FROM PRECEDING PAGE

coconut meat. Let stand for two or three hours. Then squeeze very dry through a cheesecloth and discard the exhausted meat.

Heat enough butter in a sauce pan to sauté to a golden brown two medium onions and two garlic cloves, both chopped, and one level tablespoon of grated ginger root.

Blend two tablespoons curry powder with four tablespoons flour and two tablespoons butter, and mix with sufficient heated cream to thicken.

Add the sautéed onions, garlic, and ginger. Simmer slowly one-half hour before adding it to the first mixture of milk and coconut. Then add the meat of two or three boiled lobsters cut in pieces and, lastly, salt and ajinomoto to taste. (*Ajinomoto is monosodium glutamate to us Mainlanders and sells as "Accent", "Pekin Powder", "Mai Kai" or a variety of other names.*) Heat through but do not cook.

With the curry and rice, serve the following condiments in coconut shells fitted into a tray which is a replica of the ancient Hawaiian "pig board" used at *luaus* ("feasts"): the grated coconut, chopped hard-cooked egg (the white and yellow arranged separately), chopped macadamia nuts, and mango chutney.

An almost invariable dish to accompany curry is

Baked Bananas

4 cooking bananas
¼ cup brown sugar
¼ cup rum
1½ tablespoons butter

Peel the bananas and fry whole in butter. When a delicate brown, place in a buttered pan, sprinkle with sugar and dot with butter. Pour the rum over the bananas and bake about 45 minutes in a moderate oven. Serve flaming.

Instead of bread, try delectable little poi puffs. Use Hawaiian ready-mixed *poi. Mix one pint jar with two cups of flour, four teaspoons of baking powder, and one teaspoon of butter. Add a little salt. Knead with damp hands until smooth and make into small balls. Place them on a greased pan. Make a slight depression on top of each ball for a bit of butter. Chill thoroughly and bake in hot oven for about 20 minutes or until brown and crisp.

Choose a light salad and nothing is better than a crisp, chilled, tenderly tossed bowl of lettuce,





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For *complete* information on keeping your pool water sparkling clean, send 10¢ (handling cost) for "Swimming Pool Handbook."

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fines herbes. If, by good chance, your grocer has received a shipment of fresh heart of palm, a handful of slivers, white as ivory and brittle-crisp, may be added to the green treasures of the salad bowl. If not, use artichoke hearts instead.

Hawaiian specialty shops will send you golden solo papayas for your dessert. The hand-chosen fruit is packed half ripe and expressed across ocean and country in chilled compartments. Approximately six papayas, weighing a total of ten pounds and delivered to your door, cost $5.10 and will serve 12 persons.

Fresh Papaya with Lilikoi Sherbet

Deck a platter with green leaves. (I grow lime bushes within easy reach of the kitchen door but any shiny, waxy leaves, or grape leaves would do.) Arrange upon it halves of solo papayas—one-half for each person—filled with a scoop of lilikoi sherbet. *Lilikoi is the pungent, tart passion fruit commonly grown in Hawaii, the concentrated juice of which is successfully bottled there and sold commercially. Mynor brand passion-fruit nectar (see page 99) might be used.

Lilikoi Sherbet

1 cup lilikoi juice
2 teaspoons lemon juice
2 cups water
1½ cups sugar (more if desired)
Pinch of salt
2 teaspoons of Karo or other corn syrup
Whites of 2 eggs

Make a syrup by cooking sugar, water, Karo, and a pinch of salt together until the mixture spins a thread. When cool, add the lilikoi juice and 2 teaspoons of lemon juice. Place in a freezing tray and when half frozen add the beaten egg whites.

Finally and inevitably, over cups of fragrant *Kona coffee you and your guests will plan a real trip to Hawaii.

(Editor's Note: *If you want to have real Hawaiian flowers flown over for your party, telegraph your order to the Biltmore Florist, Royal Hawaiian Hotel, Honolulu. Very successful if you live in a city with good airline service to the West. If your town does not have direct flights to San Francisco or Los Angeles, don't count on the flowers arriving at their freshest. Typical lei flowers are pikaki, berose, ginger blossom, carnation and gardenia. For specially arranged matic flower arrangements, or for strelitzia, or bird of paradise, anthurium, and broad green ti leaves*

Take It Easy, Lady!

Take advantage of new labor-saving equipment and improvements in old, and you won't be a slave to housework

by Charlotte Eaton Conway



There's going to be a very disappointed young man, all equipped with goggles and parasol to see "sunshine" dry Mother's clothes in her brand new Whirlpool automatic gas drier. For when the door is opened, the machine stops automatically. He'll have to look quick even to see the germicidal lamp! And he can't get into trouble with matches, for the drier starts by turning a switch; no matches needed! When drying time selected is up, machine shuts off automatically. If gas or electric supply is cut off, or a fuse blows, drier stops at once.



DRAWINGS BY KELLY OECHSLI

Don't let us hear any more complaints about your freezer not being large enough, or there not being room in your house for the size you want! This 18 cu. ft. capacity Amana Freezer holds 630 lbs. of frozen food. It requires floor space only 48" wide x 30½" deep x 71⅛" high. What's more, front opening door brings entire contents into eye-level view at once. Each shelf is a freezing plate in its own right, for "sharp" freezing. Freezer plate in the ceiling assures uniform low temperatures throughout. Interior, non-rusting aluminum.





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PHOTOGRAPH BY MAYNARD PARKER

Several towel racks are essential when a week-end house has only one bathroom. This one, with its chest of drawers and large mirror, was planned to double as a dressing room for the guest who sleeps in living room. Plan on page 73.

What makes a week end wonderful?

CONTINUED FROM PAGE 72

and plenty of room in the closet to handle your clothes.

Week-end work-saving starts with the meal getting. In this little house the kitchen is really part of the living room so that no one has to cook or wash dishes in exile. There's adequate room and equipment for whipping up breakfast or luncheon—or perhaps a very simple dinner. For the Big Meals of the week end, Mr. and Mrs. Kevin C. Vanderlip, who own this cottage, take their guests to the club, since their property is part of the Portuguese Bend Club at Palos Verdes, California.

Even more flexible are the sleeping accommodations, so neatly planned that two is a pleasant company in this little house, but five is not a crowd. You may count the bedroom as one room for two, or two double rooms, or a dormitory for four. It's all done in shipshape fashion with a ceiling to floor drapery to divide the whole area into two equal units, each with duplicate dressing and storage equipment. Each bed has its own no glaring spotlight reading lam

A fifth person may sleep on t studio couch in the living room a still have privacy since, unli most beach-house living rooms, t one is not a passageway. Study t plan on page 73, and you will that the tiny hall provides acc to the bedroom, the bathroom, a outdoors.

Even for five people, one ba room can be adequate if it is pl ned as realistically as this o Substituting a shower for a allows for a chest of drawers t doubles as a dressing table storage for extra supplies, and for linen shelves so that gu don't have to disturb the hos every time they need an e towel. It's the lack of these li conveniences that can jar a gue composure even in a luxur villa. Yet the sale price of small house was only $6,000. the furnishings, planned for maintenance by decorator Flor Hayward, came to less than $3,

Picture Window Lamp

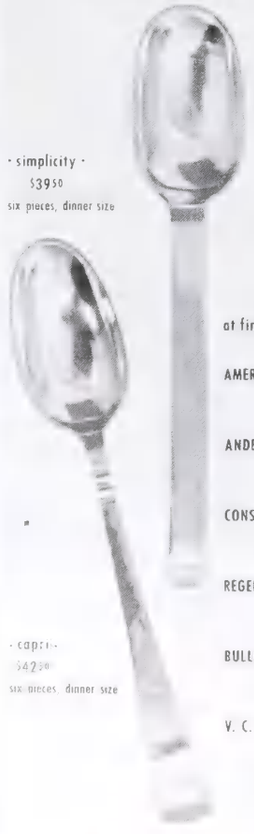


Graceful arms of gleaming solid brass hold the three candles of the Tower Picture Window Lamp, surmounting a flawless crystal ball and finely designed brass saucer base. The shade is paper parchment appliqued with a delicate leaf design in gold. Height is 22 inches.

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VINES

Climate Control Device for Summer Coolness

by Emery Howard

Vines are the best inexpensive way to keep your house cool in summer (pages 44 and 45). And you are not limited to a narrow choice of vines. *All* vines work as sun-stoppers. Some, naturally, are more effective insulators than others. Some grow fast—may cover several hundred square feet of wall in a single season. Some grow slowly. But unless you are in a big rush, you can just about make your choice of vine on its visual texture. Do you want it big and bold, or small and dainty; loose and open, or tight and compact? You can usually fix your soil to be light or heavy, wet or dry, rich or poor, as needed for best growth of the vine you choose. Ask the nurseryman about these needs when you order.

Six Secrets for success

1. Buy sturdy plants. Vines aren't good sellers—too few people know their value, so many nurseries don't bother with them—merely buy a few each year to meet any casual demand for them. Naturally, you aren't likely to get top-quality plants from a disinterested distributor. So buy from a nursery that spends as much care on vines as it does in the big-demand items like roses and lilacs. Look in the catalogs and magazine advertisements for references to the Climate Control values of the vines offered for sale.

2. Prepare the soil well. Your new vines must live for many years in the same spot you plant them in today. And vines often are extremely rampant growers, making heavy demands on the soil for food. So dig in peat generously—at least a two-inch layer, as much more as you can afford. Feed liberally—ideally a pint of a complete plant food should be mixed thoroughly into all the soil within a radius of two or three feet.



CLIMBING HYDRANGEAS



DUTCHMAN'S PIPE



MORNING GLORY



BITTERSWEET

(Continued on page 107)

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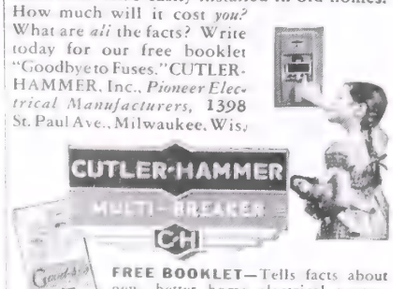
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A HOUSE FOR GULF COAST LIVING

CONTINUED FROM PAGE 78

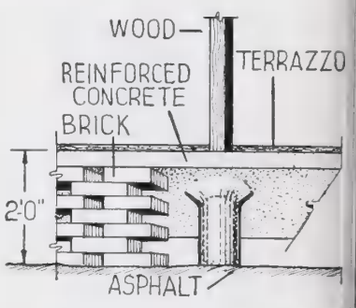
If you live in the Gulf Coast area, you can build a Climate Control house that will be as comfortable to live in as the one on pages 76 to 79. Whether you want a big house or a little house doesn't make any difference, just so you understand and use the same principles our architects did.

With 1950 construction techniques and materials, you can easily (1) keep the summer sun off the house, (2) lift it up into the air, and (3) open it up wide. Using these principles costs you nothing. Yet they assure hot-weather comfort for all but the very hottest one-tenth of the year. And that one-tenth will become much more bearable.

Complete summer air conditioning is the only thing that will give you *optimum* conditions during that one-tenth. And if complete shade-and-ventilation are impossible (as in most remodelings), summer air conditioning becomes as essential in this area as central heating is in Maine. The very minimum in this respect is one room-air-conditioner, used during the daytime in a room on the west side of your house—the time and place it's needed most.

Our house for Gulf Coast living demonstrates Climate Control principles to a remarkable degree: A double roof plus overhangs keeps the summer sun entirely off house and walls. In addition, the roof is surfaced to reflect sun heat. Aluminum roofing embossed to reduce glare, does this job over most of the house. Reynolds Metals Co., Louisville, Ky., was specified for the roofing, plus flashing and metal work. The service wing uses a sprinkler system by April Showers Co., Washington, D. C., which cools by evaporation as well as by reflection.

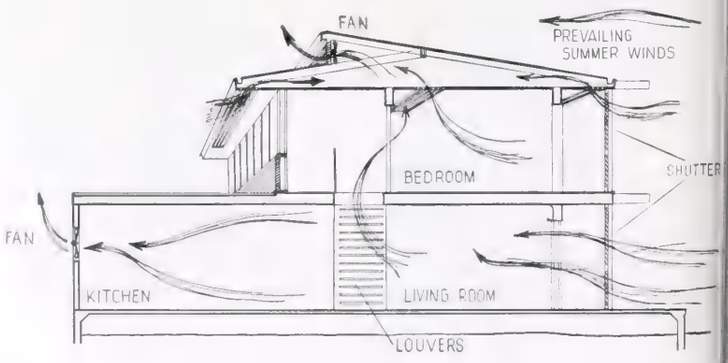
To allow complete under-floor ventilation, the house is raised two ft. above the ground (sketch below). All foundations and the first floor slab are of Trinity Portland Cement from the General Portland Cement Co. of Chicago.



Two feet above grade, masonry floor slab escapes termites, vermin, ground moisture. Screen of bricks laid thus does not interfere with ventilation.

Flooring Material. The slab is reinforced with Steeltex floor lath by Pittsburgh Steel Co., Pittsburgh. Polished terrazzo flooring as recommended by the National Terrazzo and Mosaic Association, Washington, D. C., makes a cool, durable, and easy-to-clean finish for ground-floor living areas. Asphalt tile by Congoleum-Nairn, Inc., Kearny, N. J., gives an inexpensive, yet durable, kitchen floor. Oak floors in second-floor bedrooms and gallery are by the E. L. Bruce Co., Memphis. Both bathrooms have ceramic tile floors and wainscot by the Mosaic Tile Co., Zanesville, Ohio.

Structural Specifications. A large part of intelligent design is merely smart shopping to reduce freight costs wherever possible. T



Three fans team up to produce this pattern of moving air. One attic fan frees attic of hot air as needed in daytime. Right next to it is a second fan (not shown in sketch), which cools bedrooms at night through ceiling louvers. Third one, at left, vents service wing.



STOP DRIP

caused from condensation on cold water pipes. Turn idle basement space into play or work rooms. Keep store rooms dry. Just wrap cork-filled NoDrip Tape around pipes and joints. Do it yourself. Clean and easy to apply. Roll covers about 10 feet of ½" pipe, $1.69. *Higher west of Rockies and Canada.* Get at Hardware, Department Stores, or sent postpaid. Write for free circular. J. W. Mortell Co., 519 Burch St., Kankakee, Ill.

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this end, the structural frame is of southern yellow pine, from a member of the Southern Yellow Pine Association, New Orleans. Sills, "Wolmanized" by the American Lumber & Treating Co. of Chicago, become highly resistant to decay and termites. Plywood for inside wall surfacing is obtainable locally from the Ipik Plywood Co., Kenner, La. The United States Gypsum Co., Chicago, was specified for lath and plaster. Bricks are from a local member of the Brick Manufacturer's Association, New York City. The Eagle-Picher Co. of Cincinnati was specified for all paints and mineral-wool insulation against heat conduction. Interior doors are by United States Plywood Corp., New York City.

Shutters, Screens, Fans. Note at top of page 78 the principle of separate "walls" for separate jobs. It's easy to change from view to privacy, from totally-enclosed to wide open, from sunshine to shade—with never a worry about insects. (And if the only price of this control is extra doors to lock before you go out, it's a bargain. You'll never come home to a stuffy, uncomfortable house.) The louvered shutters that mean so much here are made by Kilpatrick Mfg. Co., Oklahoma City.

One big reason for the six-foot module underlying our design was so the entire south façade could easily be covered with Alcoa aluminum screen cloth. It comes in six-foot widths from Chase Brass & Copper Co., New York City, specified also for copper gutters and down spouts.

When it's steaming hot, and there's not a breath of natural breeze stirring, do just what a becalmed sailor would do: start up a propeller. All three fans of this house (above) are by Hunter Fan & Ventilating Co., Memphis, Tenn.

Windows, Heating Equipment. For approximately one-third of the year a Gulf Coast house needs some form of heating. The sun supplies most of this as needed. Open the louvered doors on the southern side to let winter sun pour in, close the big sliding glass doors to keep chilly air out. Glide Windows, Inc., Burbank, Calif., was specified for the slender aluminum frames of these doors. Aluminum casement windows elsewhere are by Timm Industries, Inc., Los Angeles. Pittsburgh Plate Glass Co. of Pittsburgh was specified for all glazing. Weatherstripping and interlocking thresholds are by Monarch Metal Weather Strip Corp., St. Louis. At your call, artificial heat will be supplied automatically from a gas-fired winter air-conditioner by Bryant Heater Co., Cleveland.

Plumbing fixtures are by Crane Co., Chicago. The water heater, with its 60-gallon storage tank, is from Rudd Mfg. Co., Pittsburgh, vented through a Transite pipe by Johns-Manville Corp., New York City. Yale & Towne Mfg. Co. of Stamford, Conn., was specified for all hardware. Cast-iron fireplace equipment is by Donley Bros., Cleveland. Lighting fixtures throughout are from Kurt Versen, Englewood, N. J. Josam Manufacturing Company, Cleveland, makes the drain for the outdoor pool.

Kitchen Equipment. Frigidaire Div. of General Motors Corp., Dayton, Ohio, was specified for refrigerator, home freezer, clothes-washer, drier and ironer. Gas range is by Geo. D. Roper Corp., Rockford, Ill. A stainless-steel sink unit by Just Mfg. Co., Chicago, is set into counters by the Formica Co., Cincinnati. A dishwasher and Disposall by Hotpoint, Inc., Chicago, complete the equipment.

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"Constant window washing and wall scrubbing days are over. Now, an occasional going over with a damp cloth is all that is needed. My Vent-A-Hood collects all the staining cooking grease and steam vapors and blows them out of the house. Vent-A-Hood will keep YOUR kitchen sparkling, too."

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Make things easier for yourself with the DUO-WAY, the most versatile of all "disposers." One touch of the push-button and this ingenious, gas-operated unit really does away with *all* burnable household wastes.

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PACE-SETTER HOUSES ON EXHIBITION

HOUSE BEAUTIFUL'S three Pace-Setter houses (one shown in detail in this issue, one shown last month, and one to be published in a forthcoming issue) in Hillsdale, San Mateo, California, will be open to the public throughout the summer.

When The Pace-Setter houses will be on exhibition from May 27 through September, 1950. They will be open daily (including Sunday) from 10 A.M. to 6 P.M.

Where Exhibition houses are on the corner of Hillsdale Boulevard and Alameda De Las Pulgas in Hillsdale, San Mateo, Calif.

How to get there From San Francisco follow Bayshore Highway (Highway 101) or El Camino Real (Alternate Highway 101) for 20 miles to Hillsdale. Turn right on Hillsdale Boulevard and follow this to Alameda De Las Pulgas where Pace-Setter houses are located.

Facts about the Pace-Setter House

The following list of building materials and home furnishings were used in HOUSE BEAUTIFUL'S Pace-Setter house which appears on pages 48-54. The house was built by the David D. Bohannon Organization and decorated by W. & J. Sloane, San Francisco.

Living Room

Furniture: Painted chair, chest desk, game table, and tavern chairs, Drexel Furniture Co., Drexel, N.C., Coffee table, Kent of Grand Rapids, Grand Rapids, Mich. Two end tables, The Pine Shops, Inc., Big Rapids, Mich. Sofa, pouff, chair, and ottoman, W. & J. Sloane, San Francisco, Calif. Provincial chair, Oxford Ltd., Chicago, Ill. Provincial radio phonograph, The Magnavox Co. Small table by lounge chair, L. & J. G. Stickley, Fayetteville, N.Y. Breakfront, Habitant Shops, Inc.

Floor Covering: Burtwist rug, California Cotton Mills, Los Angeles, California.

Fabrics: Lemon yellow Celaloom, Celanese Corp. of America, N.Y., N.Y. Red plastic on pouff, Goodall Fabrics, Inc., New York, N.Y. Textures, J. H. Thorp & Co., N.Y., N.Y. Galen Hall Bird Print, John Little, California.

Lamps: Stiffel-Bradley Co., Chicago, Illinois.

Fire Tools: Edwin Jackson, Inc., New York, N.Y.

Dining Room

Wallpaper: C. W. Stockwell Co., Los Angeles, California.

Furniture: Drexel Furniture Co. and Pine Shops, Inc., Big Rapids, Michigan.

Floor Covering: "Burtwist", California Cotton Mills, Los Angeles

Chandelier: Lightolier, Inc., Jersey City, N.J.

Master Bedroom

Furniture: Bed and chest, L. & J.

(*Continued on page* 108)

VINES

CONTINUED FROM PAGE 103

SKETCHES BY JOHN BRIMER



TRUMPET CREEPER



MOONFLOWER



GRAPE



WISTERIA

3. Prune wisely. Cut the top back within three to six inches of the ound immediately after planting. epeat this at the end of the sea- n if growth was not husky and undant. Until the plant makes a od root growth, there isn't any nse in struggling to get leaf and oot growth.

4. Start training early—and keep it. You don't get good insulating ver by accident. So train your ant to produce the cover you ant where you want it. You can t heat-insulation in one-third the me it would take if left to chance. help the new shoots as they ap- ar. Space them on the wall. Tie em in the place you want them grow. It's well to remember one bit of *all* plants—shoots grow stest when they point straight up. end them down and growth is ticeably slower — practically ops when the shoot points direct- down at the ground.

Don't fail to cut off unwanted oots as soon as they appear to ve wasting plant strength need- elsewhere. Once you get ade- iate wall or trellis coverage, une as ruthlessly and regularly needed to prevent overcrowding, sure way to pests and disease ubles. Most people delay prun- g until winter, but this encour- es the plant to push out new oots as fast as possible. Summer uning—even merely off the top ee inches of each shoot, usually uses growth to stop for the year, ip to use after vines get as big needed for Climate Control.

5. Avoid pests and diseases. Vines for Climate Control usually are on or close to painted structures. You naturally hesitate to squirt sprays at them and dusts are just as risky. Start with pest-free plants (another reason for being extra fussy about the source of the vines you buy), and then keep your plants free of trouble so you won't have to spray or dust regularly. Feed and water your plants liberally for their good health—but never feed or water after midsummer for a severe winter may so weaken them that bugs and diseases will be rampant the next spring and summer. Always make routine check for pests every month or so (takes only a minute or two) so you can stamp out the trouble before more than a few leaves are affected.

6. If you want to paint a wall regularly, grow the vines on a hinged trellis so they can be tilted away from the wall at painting time. Paint and the way many painters treat vines aren't conducive to your interests in Climate Control.

So relax—vines will work for you day after day without attention. If you have struggled to pamper some exotic plant, you have a wonderful surprise in store for you when you grow vines for Climate Control. You'll embarrass them if you fuss over them. Follow the simple steps given here and you're bound to succeed. Then you'll enjoy this extra-summer cooling for your house and garden.

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Wayside Gardens

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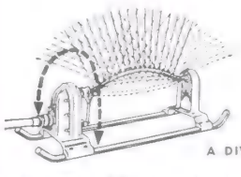


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Costs so little
1250 sq ft box $1.95
400 sq ft 95c

PACE-SETTER HOUSE

CONTINUED FROM PAGE 106

G. Stickley, Inc., Fayetteville, N.Y. Upholstered chairs, W. & J. Sloane, San Francisco, Calif. Small desk and bench, Pine Shops, Inc., Big Rapids, Michigan.

Floor Covering: Turquoise frieze, Alexander Smith & Sons, Yonkers, N.Y.

Fabrics: Draperies, Dietrich Fabrics, Los Angeles, Calif. Bedspreads, Victoria Fabrics, N. Y. C.

Lamps: Nelson-Lebo, Trenton, N.J. and Abels Wasserburg, Inc., New York, N. Y.

Boy's Bedroom

Furniture: Bed, desk, chest, desk chair, mirror, and night table, Habitant Shops, Inc., Bay City, Mich. Tavern chairs and low coffee table, Drexel Furniture Co., Drexel, N.C.

Floor Covering: Braided wool rug, Aird & Watson.

Fabrics: Burlap draperies, Bemes Bag Co., Brooklyn, N.Y. Bedspreads, D. Rothchild Co. Red texture, D. N. & E. Walter, San Francisco, Cal.

Guest Bedroom

Furniture: Convertible bed, Simmons Co., N.Y., N.Y. Chests, Drexel Furniture Co., Drexel, N.C. Upholstered chair, W. & J. Sloane, San Francisco, Calif. Wood pieces, The Pine Shops, Inc., Big Rapids, Michigan.

Floor Covering: String rug, California Cotton Mills, Los Angeles.

Lamps: Sofa lamps and hurricane lamps, Stiffel-Bradley Co., Chicago, Ill. and Nelson-Lebo, Trenton, N.J.

Fabrics: Goodall Fabrics, Inc., N.Y.C. and Cohn-Hall-Marx, N.Y.C.

Kitchen

Equipment: Youngstown cabinets and sink, Mullins Mfg. Co., Salem, Ohio. Refrigerator, washing machine, and dryer, General Electric Co., Bridgeport, Conn. Ventilating fan, Trade Winds Motorfans Inc., Los Angeles, Calif. "Select-A-Range", Landers, Frary & Clark, New Britain, Conn. "Formacove" countertops, Blue Ox Industries, Redwood City, Calif. "Cosco" posture chair, Hamilton Mfg. Co., Columbus, Ind.

Wallpaper: C. W. Stockwell Co., Los Angeles, California.

Curtains: Poinciana Curtain Div., D. Kown & Co., San Francisco.

(Continued on page 110)

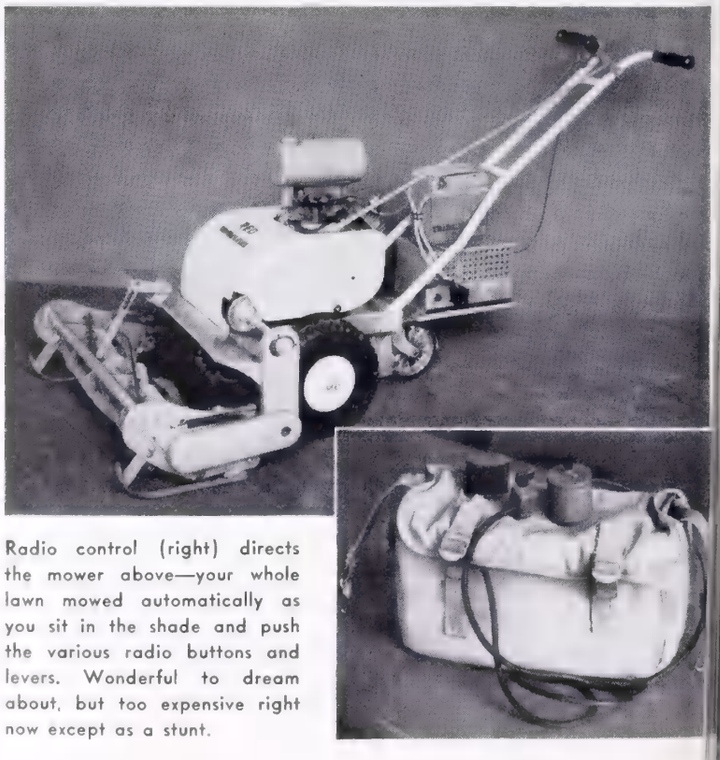
Don't wait for this;



Have you ever wished that lawn mowing could be a push-button affair?

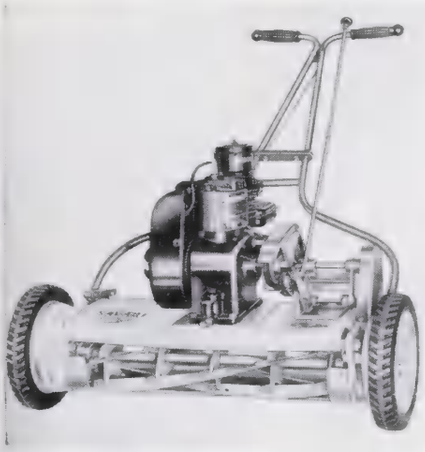
Many inventors have tried to build such a robot mower. The Reo Company recently perfected a workable, radio-controlled version of the Reo "Trimalawn" (photograph below)—but it's strictly an engineer's plaything, *not* destined to be manufactured for sale because the cost of the radio equipment is prohibitive.

But you *can* buy from a wide choice of 1950 power mowers that do all the work. You merely follow along to guide them. On these and subsequent pages we show a cross

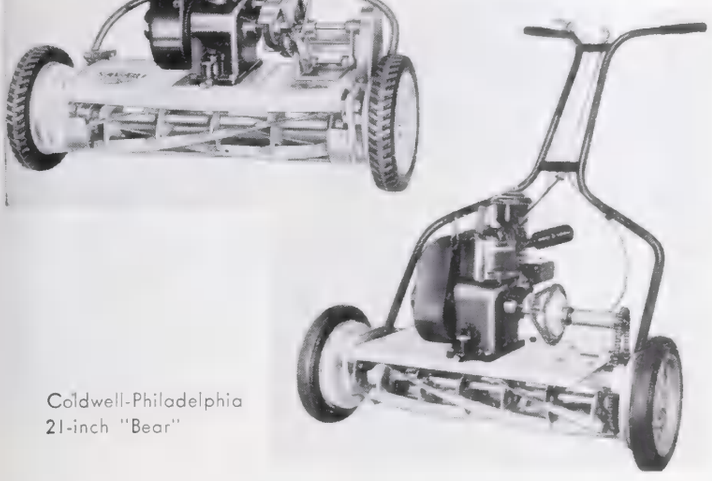


Radio control (right) directs the mower above—your whole lawn mowed automatically as you sit in the shade and push the various radio buttons and levers. Wonderful to dream about, but too expensive right now except as a stunt.

You can have these Now



Savage 21" "Yard Chief"



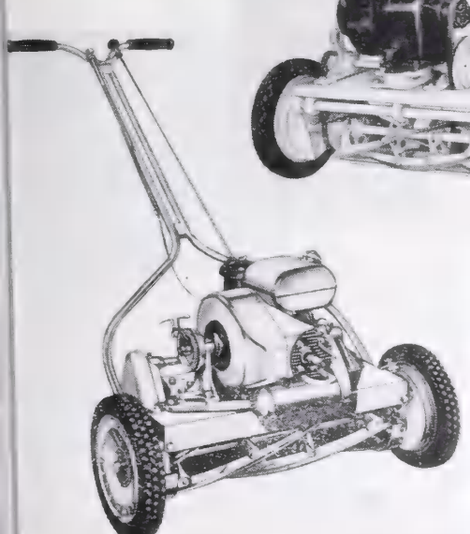
Coldwell-Philadelphia 21-inch "Bear"

ection of just what is available. Choose a reel-type mower if you ride yourself on the smoothness of your lawn. Look for a machine that has easy adjustments for cutting height—and be sure you can cut as high as 1½ inches, the desired height for bluegrass. Buy a rotary-type if your lawn is inclined to be irregular, or is meadow that you want to keep at lawn height. Some rotary mowers have attachments that scoop up leaves in autumn and grind them into a mulch.

If storage space is a problem for you, look for a mower whose handles fold or are quickly removable. Several mower manufacturers have developed ingenious space-savers for their 1950 models.



Eclipse 20" "Rocket"



Jacobsen 22" "Lawn Queen"

(*Continued on next page*)

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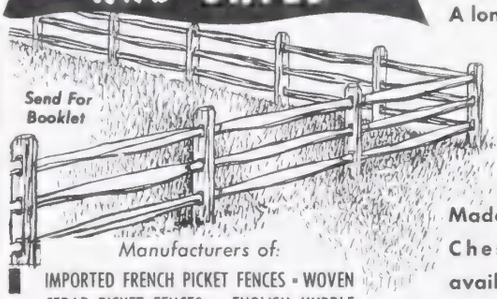


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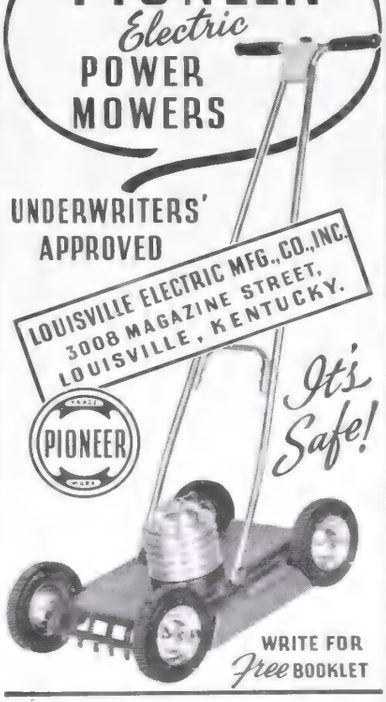
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PACE-SETTER HOUSE

CONTINUED FROM PAGE 108

Foundations: Concrete. Portland Cement Co., Chicago, Ill. Reinforcement. Columbia Steel Company, San Francisco, Calif.

Interior Wall Surfaces: U. S. Plywood Corp., New York, N.Y.

Roofing: Pioneer building paper. The Flintkote Co., New York, N.Y. 4-ply felt. Johns-Manville, N. Y. C.

Flush Panel Doors: Pacific Mfg. Co., Santa Clara, Calif.

Paints: "Colorizer." Walter N. Boysen Company, Oakland, Calif.

Hardware: Schlage Lock Co., San Francisco, Calif.

Plumbing Materials: Steel pipe. Wheeling Steel Corp., Wheeling, W. Va. Pipe fittings. Stockham Valve & Fitting Co., Birmingham, Ala. Soil pipe and fittings. Richmond Foundry & Mfg. Co., Richmond, Va. Copper water tubing. Mueller Co., Decatur, Ill. Bathroom fixtures. W. A. Case & Son Mfg. Co., Buffalo, N.Y., and Kohler Company, Kohler, Wisconsin. Sinks in bathrooms. American Radiator & Standard Sanitary Corp.

Insulation: Wall sheathing Celotex Corp. Chicago, Ill. Ceiling insulation. Richmond Rock Wool Co., Richmond, California.

Door Chimes: Nu Tone, Inc., Cincinnati, Ohio.

Electrical Wiring: Multibreaker panels. Bulldog Electric Products Co., Detroit, Mich. Main service equipment. Meyers Safety Switch Co., San Francisco, Calif. Outlet boxes and fittings. Steel City Elec. Co., Pittsburgh, Pa. Wire and cable. Hazard Wire Rope Div. of American Chain and Cable. Bridgeport, Conn. Metal conduit. Triangle Conduit & Cable Co., New Brunswick, N.J. Receptacles. Arrow-Hart & Hekeman Elec. Co., Hartford, Conn., and Harvey Hubbell, Inc., Bridgeport, Conn. Switches. Bryant Electric Co., Bridgeport, Conn. and Arrow-Hart & Hekeman Elec. Co., Hartford, Conn.

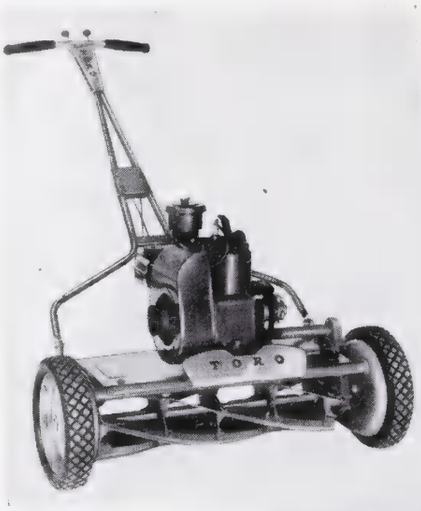
Cement Coloring: R. M. Schofield Co., Huntington Park, Calif.

Heating System: Robt. Bruen Co.

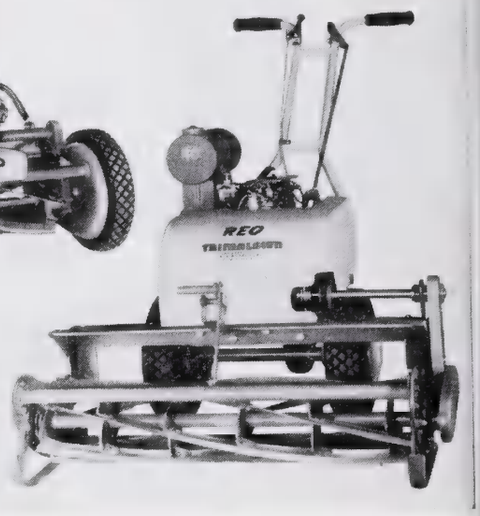
Flooring: "Arlon" asphalt tile. Armstrong Cork Co., Lancaster, Pa. Asphalt tile in kitchen. Sloane-Blabon Corp., New York, N.Y. Rubber tile. Armstrong Cork Co., Lancaster, Pa. Glazed tile. Gladding-McBean & Co., Los Angeles, California.

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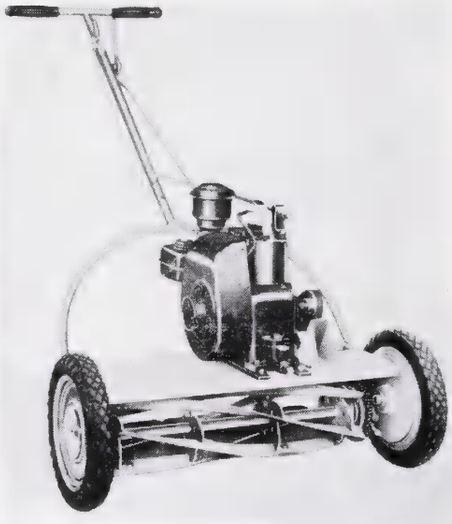
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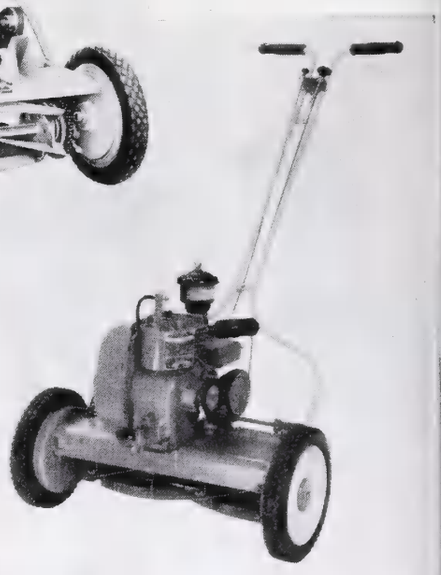
Toro 21" "Sportlawn"



Reo 25" "Trimalawn"

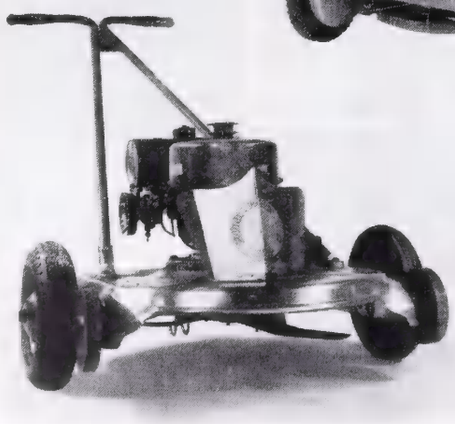


Moto-Mower 20"
"Moto-Boy"



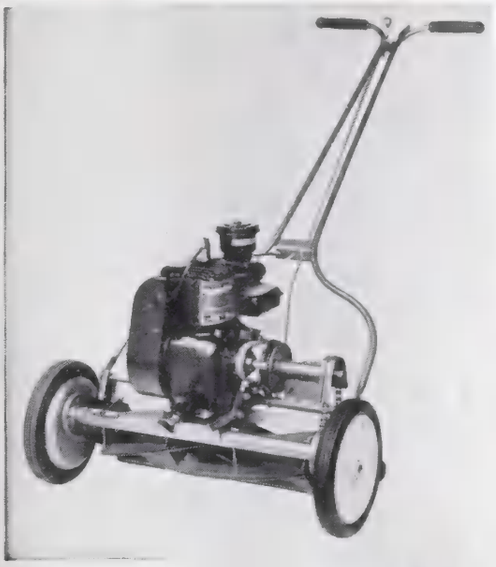
Johnston 20"
"Lawn Patrol"

PHOTOGRAPH BY GOTTSCHO-SCHLEISNER

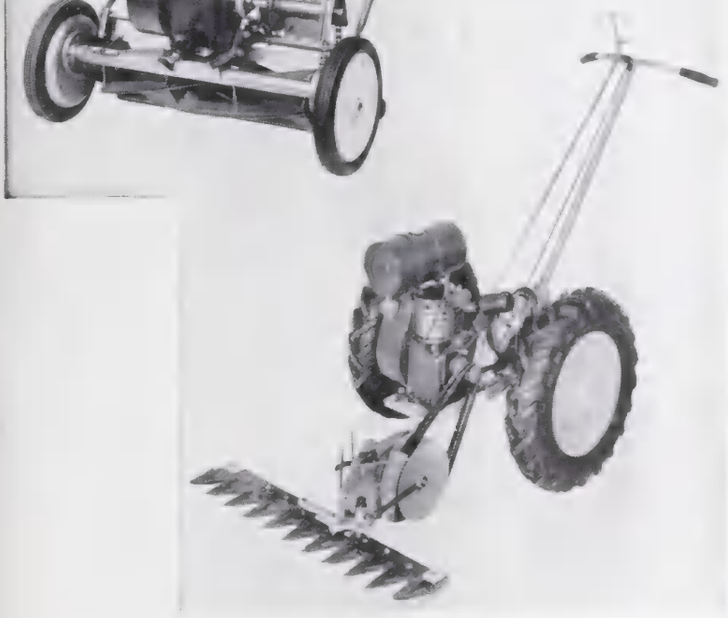


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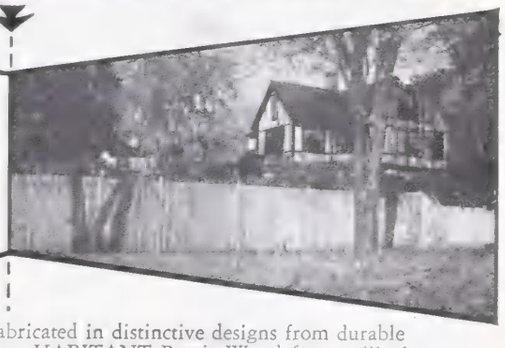
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101 Johnson Furniture
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How to choose your piano



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If there were only one word to describe what to look for, that word would be *quality*. The more perfect the quality of the engineering, the materials and the workmanship, the more dividends will your piano net you in pleasure and service. There are five basic points to consider carefully when you are determining piano quality:

Tone Regardless of whether or not you have had any musical training, the tone of the instrument should be pleasing to your ear. Good tone quality is pure and resonant, and rings out clearly whether you press the keys softly or strike them hard. Each note on the keyboard should have a consistently rich and pleasing quality.



"a piano adds grace and dignity to the home..."

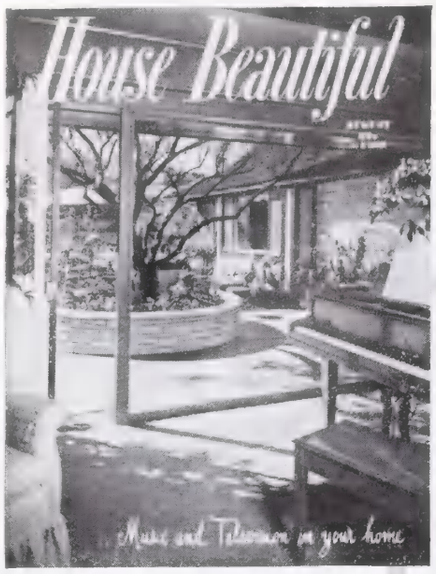
Touch Touch translates the downward pressure of your finger on the key into the sound you hear. Every key should respond quickly to each variation of finger pressure. Moreover, every key should be back in position to play again the instant you lift your fingers. Touch is particularly important to beginners, for sensitivity of touch makes learning much easier.

Style Select a size and style of piano that will fit in with your living room. The case should be of authentic design, so that it will retain its beauty through the years, without becoming "dated." Examine the finish, and assure yourself that it protects the surface and enhances the beauty of the casework.

Durability The endurance of your piano will depend largely on the superior quality of its materials and craftsmanship. A piano should be made of the finest woods, seasoned for several years, both in the open air and indoors. Bear in mind that an instrument which is known for its fine quality has a high resale and turn-in value.

Reputation Reputation is important because it is always earned. Note the manufacturer's name on the fall-board. Is it an honorable and established one, a name you will be proud to have on display in your home? Does the instrument have a wide and enthusiastic acceptance among concert artists and other discriminating musicians? Remember that a guarantee is only as good as the organization behind it.

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■ On our cover, the "music room" in the home of Mr. and Mrs. Alan Ladd, Holmby Hills, California, which is in fact the living room itself. Where music is regular daily fare, a piano is no spotlighted, polished showpiece, but as much a part of the house as any other furnishings. Here it is colored to blend unobtrusively with the rest of the room, and placed so indoors and outdoors share its music. Textured rug in living room, Firth Carpet Co. Wrought-iron furniture in terrace, Lee Woodard & Sons. Color photograph by Maynard Parker.

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AUGUST 1950

MUSIC AND TELEVISION IN THE HOME
Music in Schools....12
Not So Pure—But Very Good....40-41
Cheare Up the Countenance....45
These Kids Enjoy Music....46-48
How to Choose a Music Teacher....49
All This for a Song....50-51
A Musician Selects His Children's Records....52-53
How to Plan a Musical Menu....54-55
Decorating on a "Grand" Scale....56-57
Little Piano—Take a Bow!....58-59
Instruments that Are Easy to Play....60-61
Mary, Mary Quite Contrary....62-63
A Living Room Set to Music....64-65
Wire Your House for Sound....66-67
Victor Herbert, Cole Porter, Richard Rodgers, Jerome Kern—I Love You....68-69
14 Great Artists Choose Music for You....70-71
What You Should Know About Television....72-73
Put Television in Its Proper Place....74-75
A Cellar Makes a Gay Entertainment Center....76-77
The Charm of Music Seen....78-79
Does Television Cause Eyestrain?....80
How to Enjoy Television....81-85
Enjoy Organ Music at Home....128-129

CLIMATE CONTROL
A Garden Pool Keeps You Cool....88-89
There's a Gold Mine under Your House....92-94

DECORATING
Decorating on a "Grand" Scale....56-57
Little Piano—Take a Bow!....58-59
A Living Room Set to Music....64-65
Put Television in Its Proper Place....74-75
A Cellar Makes a Gay Entertainment Center....76-77
How to Enjoy Television....81-85

BUILDING
Wire Your House for Sound....66-67
A Cellar Makes a Gay Entertainment Center....76-77
There's a Gold Mine under Your House....92-94

GARDENING
I Couldn't Garden without Zinnias....86-87
A Garden Pool Keeps You Cool....88-89
Fragrance—Is It a Lost Art in Gardening?....90
The Log of the Practical Gardener....136

FOOD AND ENTERTAINING
How to Plan a Musical Menu....54-55
Try the Hawaiian Way of Cooling a Heat Wave....91
Pantry Shelf News....127

HOUSEKEEPING AND MAINTENANCE
It's Worth Mentioning....36
Take It Easy, Lady!....107

TRAVEL
How to Leave Home and Like It....39

OTHER FEATURES
Window Shopping....12-35

ADVERTISING INDEX....138

HOUSE BEAUTIFUL IS PUBLISHED MONTHLY BY HEARST MAGAZINES INC., 572 MADISON AVE., NEW YORK 22, N. Y., WILLIAM RANDOLPH HEARST, CHAIRMAN OF THE BOARD, RICHARD E. BERLIN, PRESIDENT, EARLE W. MC HUGH, VICE-PRES., JOHN RANDOLPH HEARST, VICE-PRES., GEORGE HEARST, VICE-PRES., FRED LEWIS, VICE-PRES. & TREASURER, JOHN K. HERBERT, VICE-PRES., & S. MOORE, VICE-PRES., ROBERT E. MAIG, VICE-PRES., RICHARD A. HOEFER, VICE-PRES., P. F. MC CAULEY, SECRETARY. COPYRIGHT [illegible] BY HEARST MAGAZINES INC. ALL RIGHTS RESERVED. ADVERTISING OFFICES: 572 MADISON AVE., NEW YORK [illegible] 1132 PARK SQUARE BLDG., BOSTON [illegible] 326 WEST MADISON ST., CHICAGO 6; 1212 FISHER BLDG., DETROIT 2; 720 EUCLID AVE., CLEVELAND 14; 1709 WEST 8TH ST., LOS ANGELES 17; 530 HEARST BLDG., SAN FRANCISCO 3; RHODES-HAVERTY BLDG., ATLANTA 3. SUBSCRIPTION PRICES, UNITED STATES AND POSSESSIONS: $5.00 FOR ONE YEAR; $7.50 FOR TWO YEARS; $10.00 FOR THREE YEARS. CANADA: $5 [illegible] FOR ONE YEAR. PAN-AMERICAN COUNTRIES AND SPAIN: $6.00 FOR ONE YEAR. OTHER FOREIGN COUNTRIES, $10.00 FOR ONE YEAR. FOR CHANGE OF ADDRESS: GIVE OLD ADDRESS AS WELL AS THE NEW, WITH POSTAL ZONE NUMBER IF ANY, AND ALLOW FIVE WEEKS FOR CHANGE TO BECOME EFFECTIVE. MANUSCRIPT MATERIAL SUBMITTED WILL BE HANDLED WITH CARE; [illegible] THE MAGAZINE ASSUMES NO RESPONSIBILITY FOR IT. NO UNSOLICITED MANUSCRIPTS WILL [illegible] BE RETURNED UNLESS ACCOMPANIED BY FULL RETURN POSTAGE AND RETURN ENVELOPE. THE FOLLOWING TRADE MARKS REGISTERED IN U. S. PATENT OFFICE: "HOUSE BEAUTIFUL'S BUILDING MANUAL," "HOUSE BEAUTIFUL'S BUYING GUIDE FOR THE BRIDE," "HOUSE BEAUTIFUL'S PRACTICAL GARDENER," "THE BRIDE'S HOUSE," "GOOD BUYS," "HOUSE BEAUTIFUL," "HOUSE BEAUTIFUL COMBINED WITH HOME & FIELD," "BETTER YOUR HOME—BETTER YOUR LIVING," "WINDOW SHOPPING," "PACE-SETTER HOUSE," AND "CLIMATE CONTROL." REGISTRATION PENDING. RE-ENTERED AS SECOND-CLASS MATTER OCTOBER 25, 1943, AT THE POST OFFICE, N. Y., UNDER THE ACT OF MAR. 3, 1879. PRINTED IN THE U.S.A. [illegible] THE CUNEO EASTERN PRESS, INC.



THE AVENUE AM-FM radio with three-speed record changer and space for Magnascope Television. Blonde finish $259.50. Mahogany finish **$239.50**

Magnavox brings you all this and television when you want it!

WHAT a wealth of wonders the Magnavox radio-phonograph offers! All this: Full reproduction of every glorious note in today's improved recording ranges! Hours of uninterrupted music from your favorite records! Just the right cabinet for your home—your pick of the industry's most magnificent designs, unusual woods and mellow, hand-rubbed finishes! PLUS space for television *at any time!* Yes, the big-picture Magnavox TV chassis slips into extra record storage space. Dividing the purchase makes your complete combination easier to budget. Whatever your reason for not buying television today, be sure that the radio-phonograph you select lets you change your mind tomorrow! Only the finest stores, listed in the radio section of your classified directory, sell Magnavox. See their greater values, made possible by factory-to-dealer distribution. Prices start at $169.50. Many dealers offer time-payment plans.



Out-of-this-world sound!



Pampers treasured records!

The Magnavox Co., Fort Wayne 4, Indiana.

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Welcomes television when you want it





Left: **THE PLAYHOUSE.** Magnavox TV with new 16-inch rectangular picture tube. Oak finish, $319.50. Mahogany finish, **$299.50**

Below: **THE METROPOLITAN.** Big 16-inch rectangular picture tube, built-in filter. Blonde finish, $295.00. Mahogany finish, **$279.50**



Better sight...better sound...better buy

the magnificent **Magnavox**

radio-phonograph-television

This SELF-insulating window

Eliminates storm sash!



Window illustrated is made by Chicago & Riverdale Lumber Company, Chicago 27, Illinois.

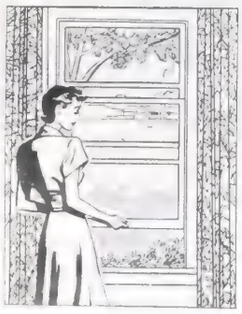
Looks like an ordinary double-hung wood window, doesn't it? That's one of the good things about it—an *insulating* window that not only looks like, but *works* like regular sash.

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No ladder climbing to put up or take down storm windows. No storage problem. No cleaning problem. Your window insulation job is done, once-and-for-all, when your house is built!

So plan on this most modern kind of glazing, *Thermopane* double-glazing, for every window in your new house. You don't have to buy storm windows, and you save all the expense of fitting them, painting them, hanging them and maintaining them through the years.

Thermopane is made in more than 80 standard sizes, as well as special sizes, for use in all types of sash—double-hung, casement, picture windows and other styles—made of either wood or metal. Your L·O·F Distributor can furnish full information. Or write to Libbey·Owens·Ford. *®



Opens and Closes just like a regular window. Easy to operate. Screens can be full length so you can open your windows top and bottom for ventilation.



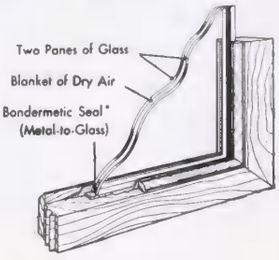
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L·O·F GLASS

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New

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by

KENMAR

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Matching Chair $59.50

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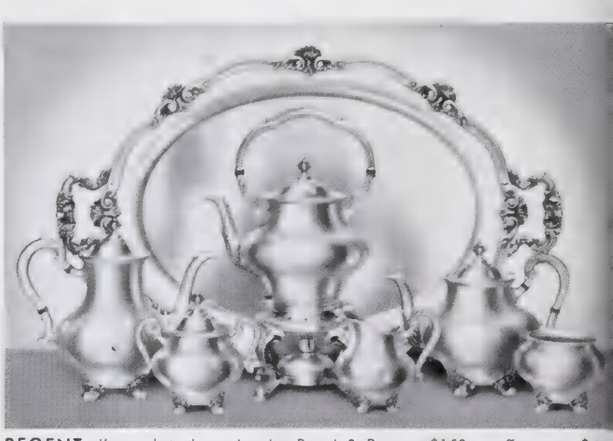
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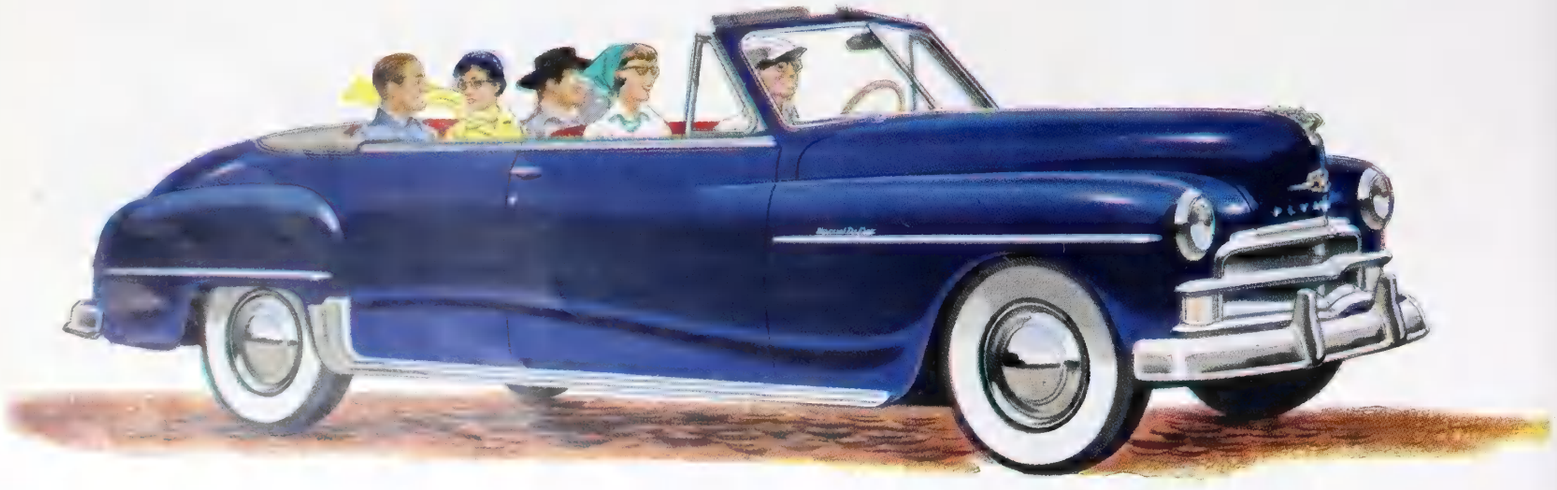
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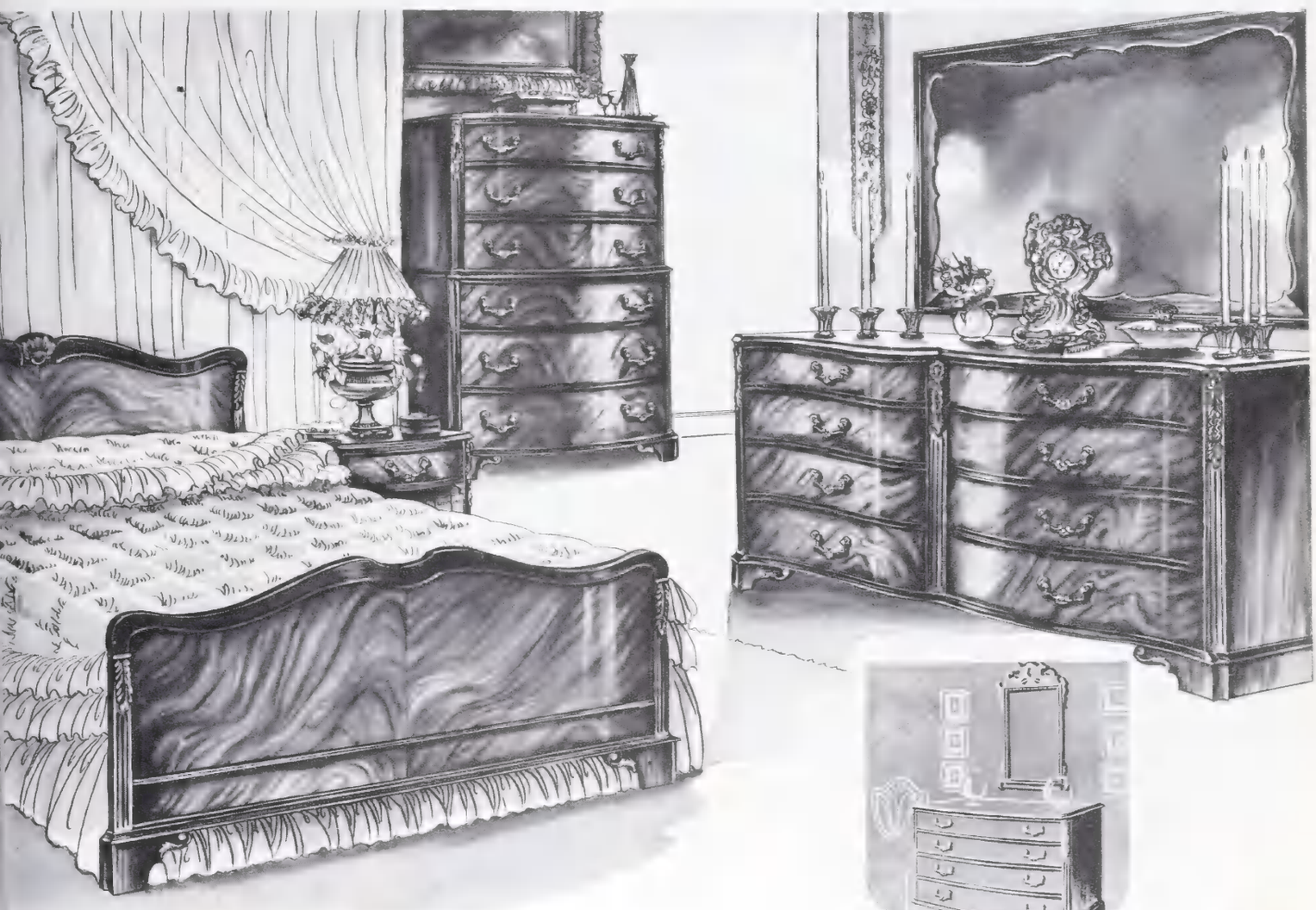
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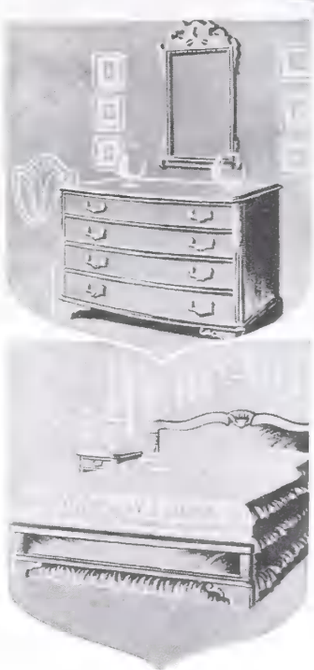
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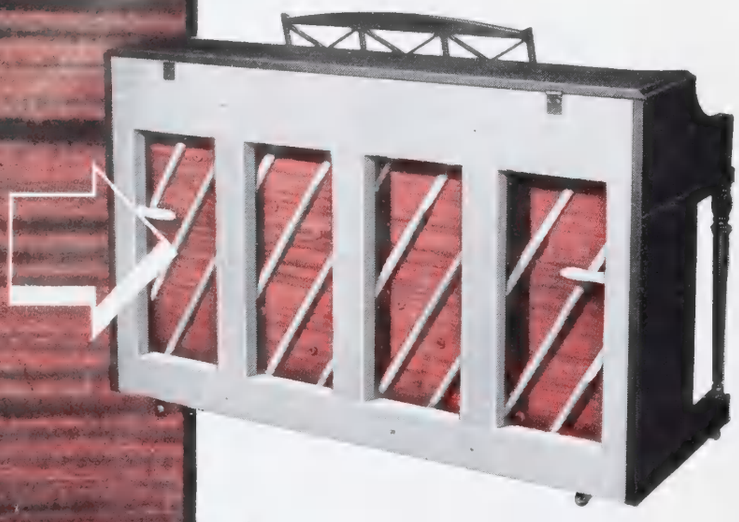




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MUSIC IN SCHOOLS

Every American child is entitled to some musical education in the elementary schools. Why aren't they getting it?

by Louis G. LaMair
President, American Music Conference

I am writing as a layman—as a disappointed parent—disappointed because my children, while in school, did not receive an education in music. I am speaking in behalf of over twenty-three million children in the elementary schools of our country. Most of them are denied the opportunity to receive a complete education in music on a par with other school subjects during regular school hours.

For over twenty-five years, educators have agreed that music should be a part of the basic education of *all* children in elementary school. But, we are still far short of that goal. The Music Educators National Conference has prepared "An Outline of a Program for Music Education" which, if universally adopted, would achieve that goal. Parents *want* their children to receive an education in music. The children enthusiastically embrace the opportunity to learn music in school. What are we waiting for?

For one thing, a change of attitude must occur in the minds of many influential persons, a change in their attitude toward music, and a change in their attitude toward education in music. Thinking that was typical of the Feudal Era must be abandoned. The history of music reveals that the Church was the patron of music until the Sixteenth Century. Then the aristocracy and nobility became the patrons of music. The American Revolution and the French Revolution in 1789 established the dignity of the common man and equality of opportunity for all, including the right of *all* children to receive an education.

A human being will derive as much benefit throughout his entire lifetime from a basic education in music as he will from any other subject taught in elementary school. Every child in every elementary school should receive a basic education in music.

Progress has been made, but today more than half of our children are not receiving *any* education in music. For the sake of our children we must not only be *for* education in music, we must strive to make it a reality.

The American Music Conference advocates a *complete* program of music education. This includes rote singing, rhythmic experiences, instruction in music through class piano, vocal and choral music, and bands and orchestras in the elementary grades followed by adequate opportunity for music instruction to be available to our seven million high-school students.

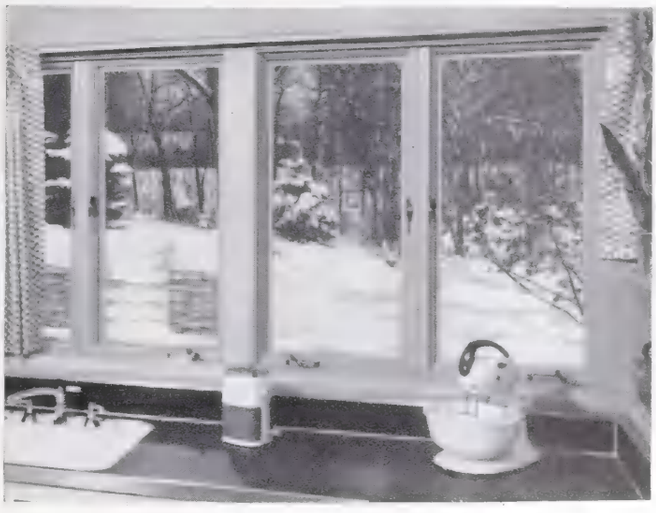
When this occurs, we shall truly have "Music for Everybody."



Andersen Casement Window sash swing out, away from sink and work area.

IN THE KITCHEN OF YOUR NEW HOME

ANDERSEN Windowalls*



Above: Andersen Casements. Below: Andersen Gliding Units.



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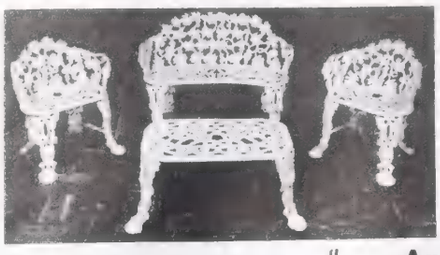
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Window

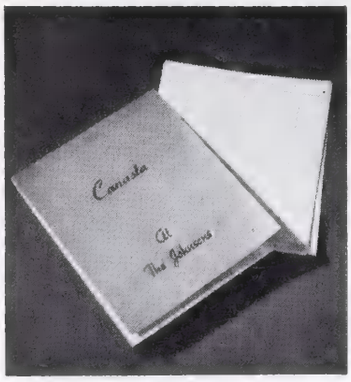
Merchandise, except personalized items, may b returned for refund by firms involved. Price subject to change. Happy Window Shopping



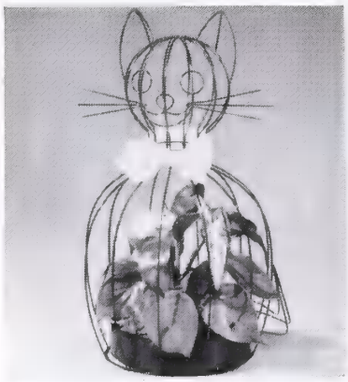
YOUR LITTLE ANGEL has organdy wings when she's wearing her very own white waffle-piqué pinafore. Personalized in red in a choice of 140 girls' names, it has a 3" hem, closed sides, buttons up the back. Trimming is Madeira-type permanent-finish embroidered organdy. Sizes 3, 4, 5, and 6. 3 weeks delivery. $2.98 plus 10¢ post. Gilchrist's, P.O. Box 115, Boston, Mass.



FIRST AID FOR BURNS. A little red house hangs on your kitchen wall, ready to soothe your hurts when you grab hold of a hot pan. Inside are two jars of excellent burn salve developed by a nationally famous doctor who formulated the ointment used at the Coconut Grove disaster. $1.95 ppd. Breck's of Boston, 71 Breck Bldg., Boston 10



CANASTA BONUS for the nicest sharks you know is this set of four score pads, printed with their full name (The John Millers), or two first names (Helen and Stew). You'll want to order them now for every week-end hostess who has ever battled with you across a frozen pack. Earmark them for Christmas gifts too. $1 for set of 4 ppd. Giftcraft 1234 E. 47th St., Chicago 15, Il



BEHOLD THE CAT wh really *did* swallow the canary and the result is sensationa They've teamed up to become th most enchanting planter that eve caged a tame vine. The blac wire cat has debonair whisker a yellow satin bow, and the litt canary swings blissfully insid his middle. With removable pla ter base, it's 16½" high. $4.2 ppd. Hammacher Schlemmer, 1 E. 57th St., New York 22.

Shopping with Pat Gunan



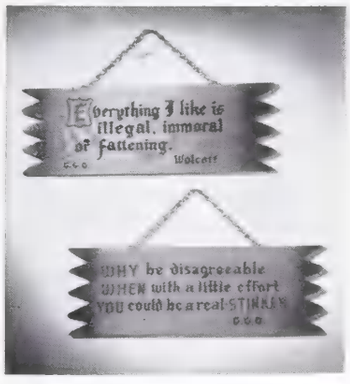
LETTER PERFECT. The handsomest letter rack we've *ever* seen is made of solid mahogany or walnut, and a copper plate on the front comes with your full name or three striking initials. Wonderful for filing answered and unanswered correspondence, writing paper and envelopes. On man's desk, it's a name plate, too. $10 ppd. Henry W. Longfellow Studio, Weston 93, Mass.



LAZY SUSAN TABLE. We've fallen in love with this wonderful table. Made of pine, hand-rubbed . . . and rubbed . . . and rubbed to a velvet smoothness, it's honey-colored, antiqued and lacquered. Handmade with pegs and wedges. Seats ten, is 51½′ wide, and the 5″ revolving top is removable. $117.50. 52″ table for eight, $107.50. Exp. coll. Jenifer House, New Marlboro Stage, Great Barrington, Mass.



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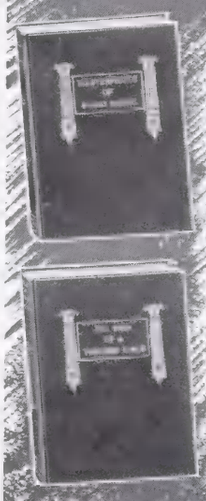
WONDERFUL SHELLS that you'll bake scallops or crap meat au gratin in, and bring right to the table, are bean-pot brown on the outside, moss green on the inside. The Country Fare glazed earthenware is ovenproof, and besides being practical, they'll be decorative exclamation points on your table. 75¢ each, or a set of 4 is $5.75 ppd. No. c.o.d.'s. Carline, Inc., 342 Boylston St., Boston 16, Mass.



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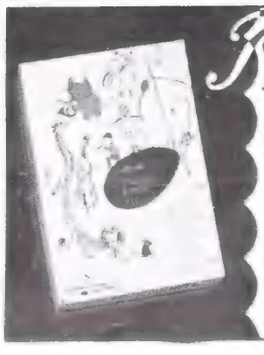


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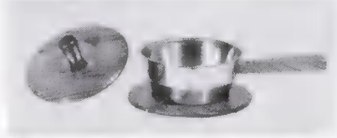
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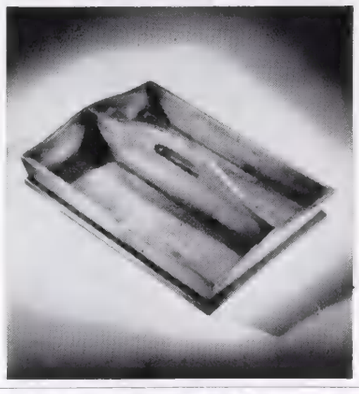
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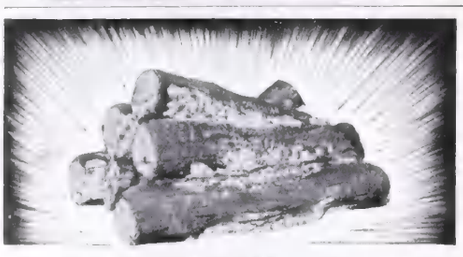
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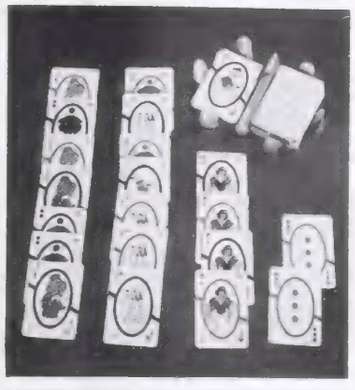
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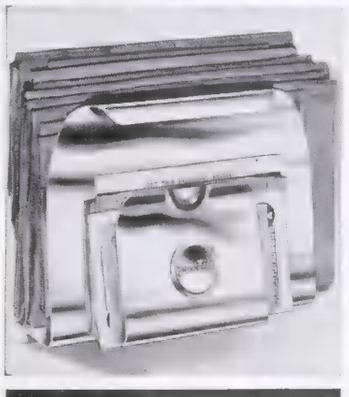
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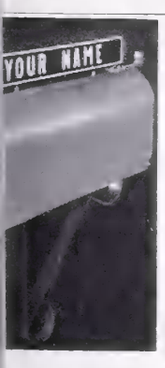


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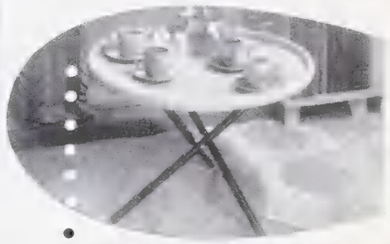
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(Continued on page 21)



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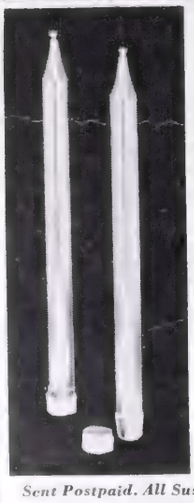
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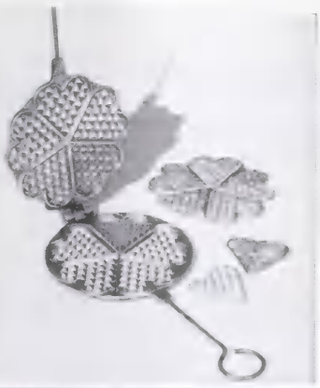
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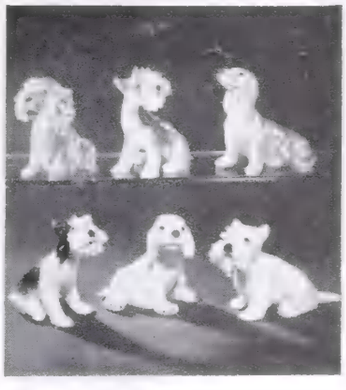
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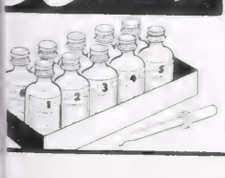
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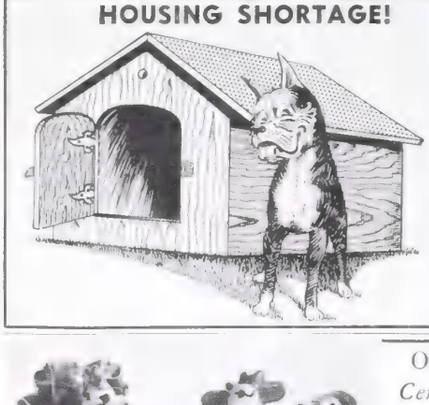
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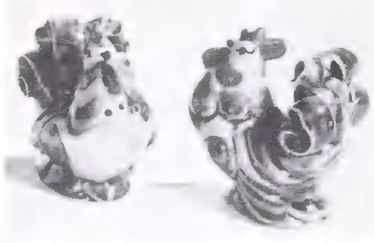
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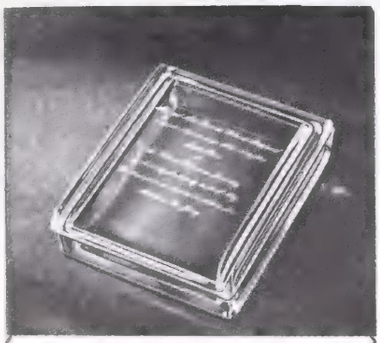
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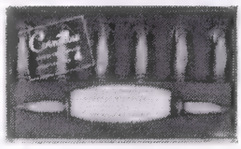
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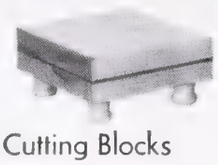


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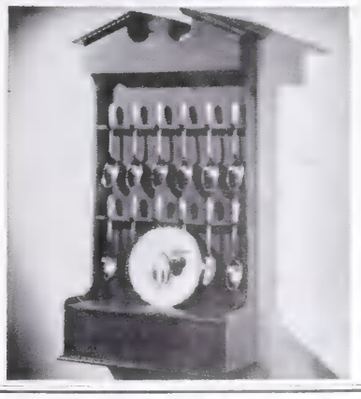
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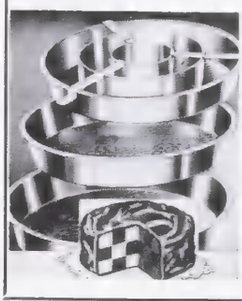
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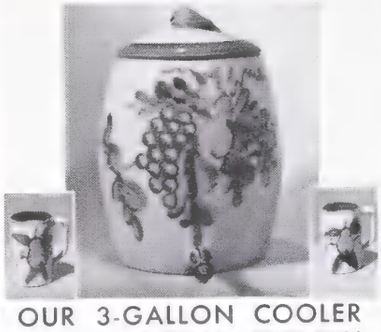


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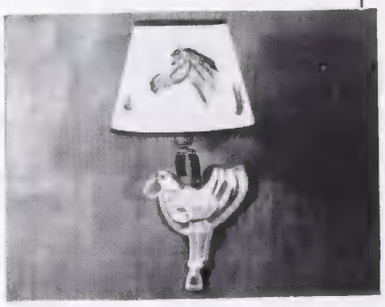
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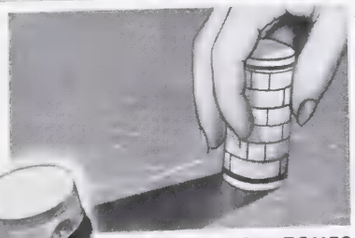
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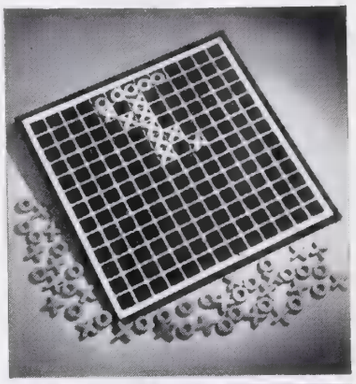
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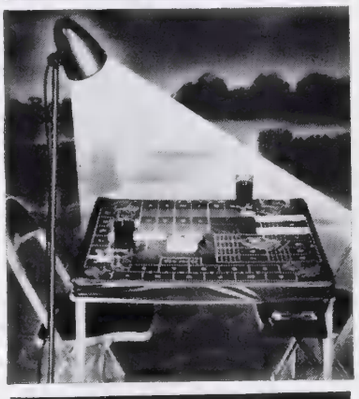
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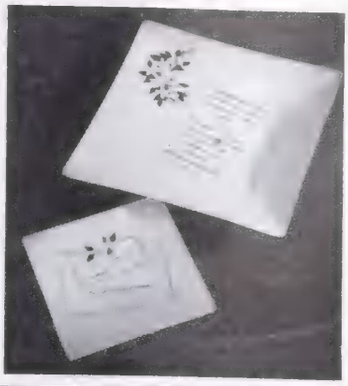
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Shopping



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SHORT STORY. Bermuda-length shorts are something no tennis-playing husband should be without. Made of washable khaki, they're grand for golf or a cruise to anything from a dingy to a luxury liner. Sizes 28-40, $6.95 ppd. Famous by Ford English rib knee-length socks are shrinkresistant, come in tan with elasticized tops. 10½-12, $2.95 the pair, ppd. Johnny Appleseed's, Inc., North Beverly, Mass.



SQUEEZE PLAY. One of the best juice extractors we've found is called Squeeze-Master. All you need is the fruit and a glass, so it's superb for traveling. It squeezes the whole fruit dry in a few seconds, sends juice into glass free of seeds, pulp, or rind as it goes. Just twist fruit down to collar on knife-edged tube, knead it against tube. $1.95 ppd. Marsha Lilly, 947 Lincoln Rd., Miami Beach 39, Florida.



FANCY POT HOLDERS, beautifully hand-crocheted, are as gay as daffodils for a sunny kitchen, and when they're not protecting your hands from hot pots and pans, they'll bring a cheery brightness to the wall near your stove. They come in combinations of white, dark green, red, yellow, or blue, and the pair for $2 postpaid. Fine shower present. Barbara A. Bond, 220 East Harrison, Chicago 11, Ill.



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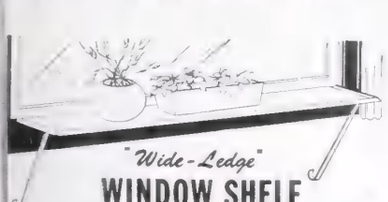
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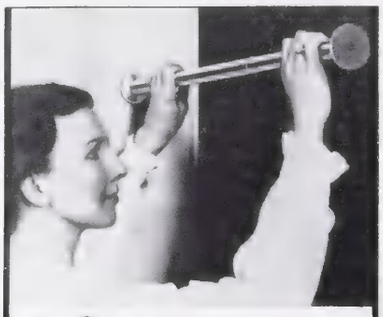
This terry mitt makes showering a real delight for adults and children. Slip it on your hand, put soap inside, avoid slipping in tub, soap and wash with ease. Wring out and blot off excess water before stepping out of tub. Wonderful for drying hair. Order one for every member of the family with initial—to each his own. Made of fine quality terry cloth in white only. 79c each—2 for 1.50 ppd.

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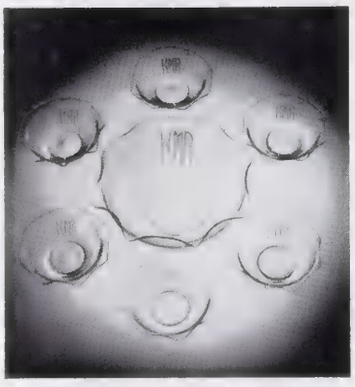
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Window



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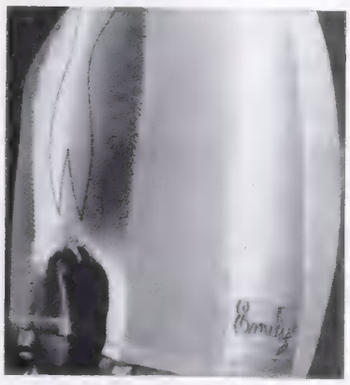
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Shopping



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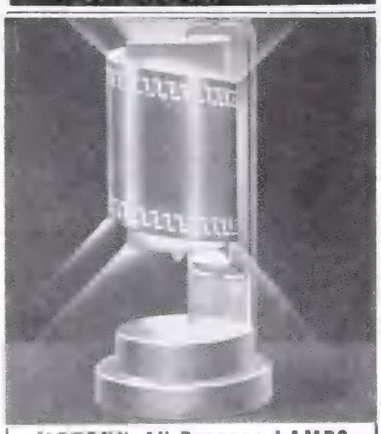
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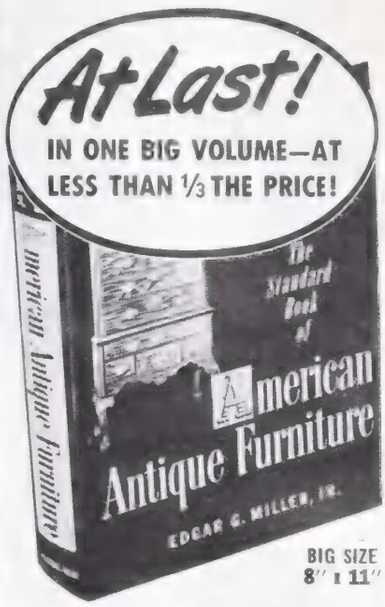
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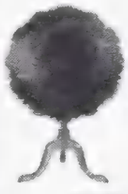


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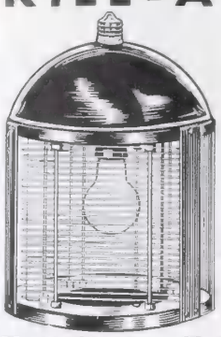
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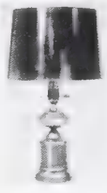
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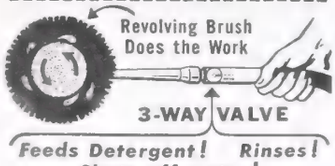
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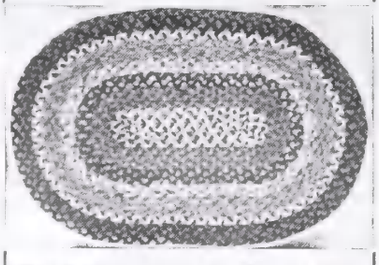
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MR. JOLLY TUNE. You can keep a good man down, even you're a play-pen strong-arm ar the object of your dimpled fist this colored plastic roly-po clown. And besides his ability bounce back, Mr. Jolly plays tune when you crank his si handle. 6" x 4" wide. $1 pl 15¢ post. Norman's, 416 M Street, Bristol, Pennsylvania.



have the merriest
CHILDREN'S PARTY *in town!*

Beautiful "Favor-it" matching table decorations and fav for 8. Delightful full-color design in modern 3-dimensio figures. Fun to assemble. CIRCUS PARTY of 25 pie for all ages includes "Big Top" centerpiece, matching h nutcup-placecards, invitations. MOTHER GOOSE set younger children has 34 pieces: invitations, centerpi hats, nutcup-placecards, game tallies. Also STO SHOWER (38 pieces) decorations for 12 adults.

only $2.00 per set postpaid **PARTY HOUSE** 3420 W. CAPITOL MILWAUKEE 16,

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Only by *KILLING THE HAIR ROOT* can you be sure unwanted hair is gone *FOREVER*. Brings relief and social happiness. Do not use our method until you have read our instruction book carefully and learned to use the *MAHLER METHOD* safely and efficiently. Used successfully for over 50 years. Marvel $28.50, Deluxe $49.95. POSTPAID.

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Shopping



GRAND FOLDING TABLE. The Utility Lee Folding Table, from the Carl Forslund collection of "Quaint American" furnishings, is a real joy to have in the house. Use it for sewing, for an extra "buffet" at parties, for games or homework. Built of solid cherry in a deep cherry finish, with folding legs, 36" x 18" x 25½" high, $16.85 ppd. Carl Forslund, 122 Fulton, Grand Rapids, Mich.



CHINESE RICE BOWL, made of beautiful porcelain, has unlimited possibilities for your own table. Use it for soup or salad, nuts or olives, chocolate sauce or gravy. In burgundy and white, trimmed with gold, it's 4½" wide, $1.50. Matching ladle is 75¢. 4" ash tray, coaster, or nut dish is $1. Imported from China and postpaid from Muriel Duncan, 321 Ninth Avenue, Haddon Heights, N. J.



PROTECT WALLPAPER with Spray-Kote, a transparent, no-gloss, colorless coating that sprays on in a flash. Once it's on, ink, grease, finger prints, crayon marks, etc., wipe off with a soapy cloth. There is no color difference between Spray-Koted and untreated areas. 12-oz. spray can, $1.80 ppd. Spotless Co., 1117 N. Dearborn, Chicago 10, Ill.





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Also in Cast Aluminum Classic Design

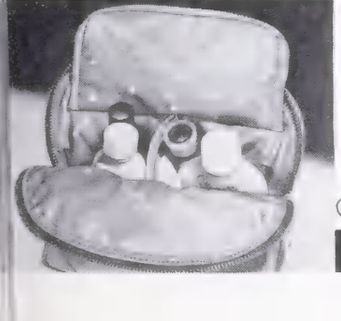
1 settee	$20.00
2 chairs at $13.00	26.00
1 table	10.00
Total	$56.00

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Keep your perfumes, lotions, manicure liquids in this heavily padded, absorbent bottle guard when on vacations or weekend jaunts. Will stand hard knocks and absorb all leakage due to high altitude. Carefree traveling is yours. Know that your clothes are protected from spilled or broken bottles. Made of new, attractive Rucoam plastic—wipes clean—won't crack or peel. Colors: maroon, green or tan.

Two sizes—Double bottle guard **$3.00**
Single bottle guard **$2.00**

Shipped postpaid and gaily gift wrapped if desired.

SEND NOW for our New Catalog of Gift Items

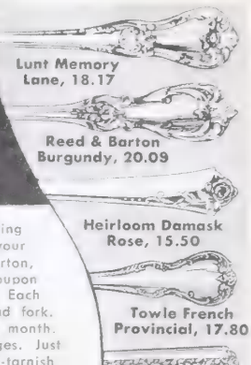
KLING'S OF IDAHO

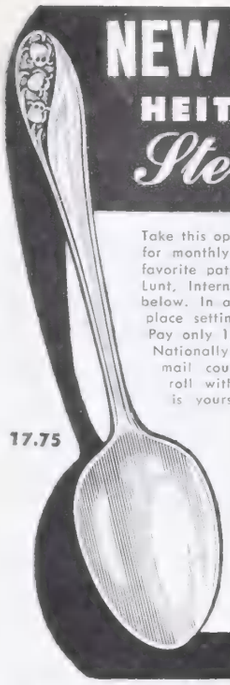
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NEW Gorham's Lily of the Valley (Pictured at left) Now ready for members.

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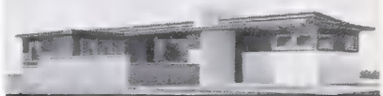
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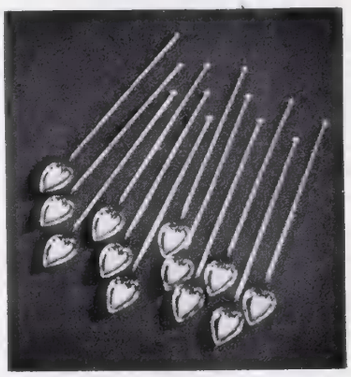
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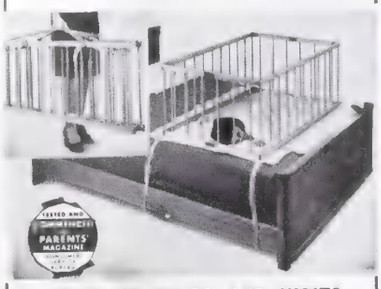


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Take SLEEPY-TOT, the portable crib, on vacations or visits around town. Makes a sturdy crib of any bed in homes, motels, hotels or berths. A boon on visits to Grandma.

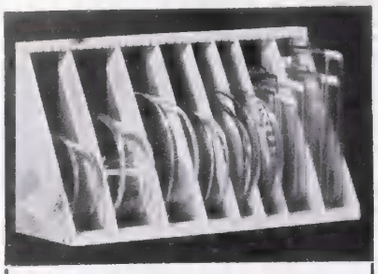
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We guarantee you will be delighted.

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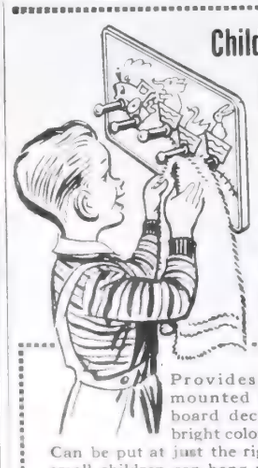
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Show off your traveling make-up mirror this vacation. Order today!

Please print initial desired, and send with check or money order to:

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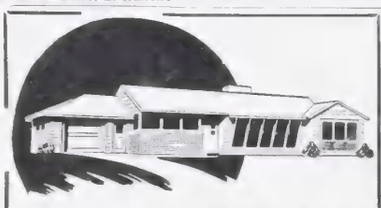
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ONLY $2.98



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Window

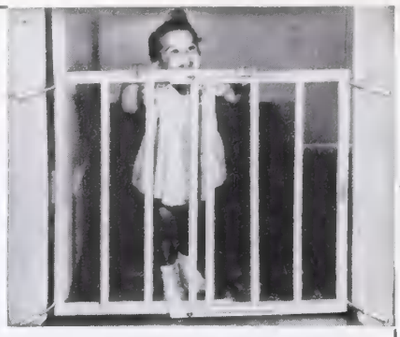
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Adds height to the crib side—prevents those dangerous falls that can result in permanent injury. Quickly attached with rubber-covered clamps to top and bottom of either side of any standard crib. Works up and down with the movable side. Adjusts to add additional height as the child grows taller. Of sturdy hardwood in non-toxic natural finish or white. (If crib is located with one side against wall only one Safety-Bar is needed.)

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Here's How to Stop Them

Cats are independent and seldom do as they are told, especially when it comes to keeping off furniture or sharpening their claws on the legs.

But you can keep your cat away from the furniture by using **Kitty Chaperone.** It is odorless to you, but cats just can't stand the smell. Absolutely harmless. Handy shaker package **$1.**

SEND NO MONEY: Order **Kitty Chaperone** C.O.D. $1 plus postage (or send $1 bill at our risk and we'll pay postage).

Money-Back Guarantee

Powder Chaperone

Keeps Dogs Off Furniture



Protect your chairs, rugs, etc., by lightly dusting with **Powder Chaperone.** Harmless to both pets and furniture. You don't smell it—dogs do and keep their distance. Easy way to train—prevent puppy damage. Shaker package **Powder Chaperone $1.**

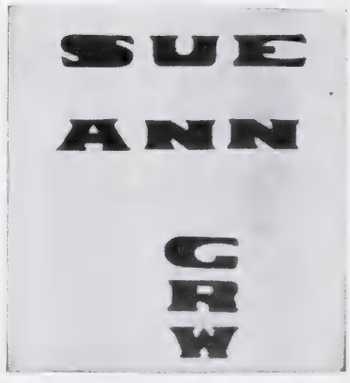
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YOUR HEIR APPARENTly required identification at the hospital where he made his noisy entrance into the world, wonder baby though he was, and you've treasured his baby beads ever since. Now you can send them to this shop where they are preserved in a 3" square lucite paper weight with his name. Or send a lock of hair for mounting. $3 ppd. Keepsake Shops, 112-G 48th St., Union City, N. J.



VERY TRULY YOURS. Whatever you want to personalize—from lighter to luggage; every gift you give—from camera to compact—will have its own brand of distinction with these metal initials. They come in a gold or silver finish, measure ½" long, with their own special fluid for easy application. Any 6 initials are $1 ppd. No c. o. d.'s. Bauer-Lee & Co., Box 3436 Merchandise Mart, Chicago 54, Ill.



GOING DUTCH. A fine present for a new mother who's just brushed up on her lullabies, is this birth record tile. Hand painted in Holland, it shows a small occupant tucked in a trundle crib, with his name, date, place, and time of arrival indicated on the nursery clock. Multicolored or in delft blue on white 6" x 6". $5.85 ppd. R. I. Mendels, Inc., 41 E. 42nd St., N. Y.



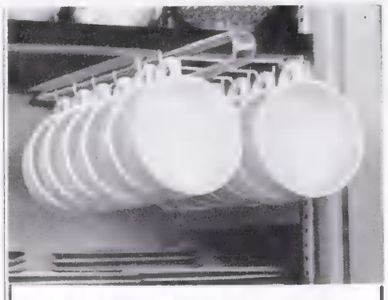
COCK 'N HEN

the pair $3.25 postpaid

From the first unpacking, this gay pair has made a tremendous hit in our gift shop. Made of highly glazed pottery and colorfully decorated they will lend a cheery note to your table settings . . . provide an effective bit of decoration for any room. The rooster is 9½" tall and proud, the hen 7" high. At this unusual price, you'll want this pair for yourself and several more for gifts. No C.O.D.'s please.

Fin 'n Feather Farm

R. F. D. 1, DUNDEE, ILLINOIS



GLIDE-AWAY *Cup Rack*

Slides In and Out

It's been said time and time again that cups are the first of your china set to break. Now save your precious cups and save shelf space with the new Glide-Away Cup Rack. Just mount on under side of shelf. Pull out to remove cups, push in to store. Holds 12 cups. Complete with screws for mounting. It's wonderful!

Postpaid, only . . $1.35

Mail orders rushed same day

Satisfaction Guaranteed

DOWNS & CO.

81-BR SALEM LANE • EVANSTON, ILL.

PAIR OF GADABOUTS

A little trunk, plastered with resort labels from all over the world, comes filled with complete outfits for two 8" dolls. One wears ice skates, the other roller skates, and any little stay-at-home will have the time of her life touring the world with her two protégés. Trunk is 12" high.

$3.98 POST PAID

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Indoors or out your garbage pail will repel flies, ants, rats . . . even dogs and cats won't come near when you use SAN-A-LIZER. BUY SAN-A-LIZER! It's an unbreakable, harmless cake that fastens inside the lid of your garbage pail in seconds without tools. SAN-A-LIZER completely deodorizes garbage too.

Send $1.10 for a year's supply (4 cakes). Yes, it's non-injurious to pets or children. Postpaid. Guaranteed. Join the "anti-fly" campaigns.

SAN-A-LIZER CORP.

1300 N. Wilton, Los Angeles 28, Calif.



Shopping



HELP YOURSELF to elusive asparagus, steaming corn on the cob, garden salads, with the Falrose server. Made of gleaming silver plate, it ends two-handed juggling as you just press, lift and serve. And its smartly simple lines go with any flatware or serving pieces. $5.95 postpaid. The Ferson Company, 36 South State Street, Chicago 3, Ill.



LOBSTER TALE. Salad days are here again and your table's Maine dish might well be chilled lobster. So for serving the accompanying dressing, Mayonnaise or French, here's a leaf-green ceramic server. A bright red lobster is the handle, and the dish measures 4½" x 8" over-all. $7.50 plus 25c post. Nessa Gaulois, 723 Lincoln Road, Miami Beach 39, Florida.



THE CAT'S WHISKERS glow in the dark. So do his eyes, and the dial of the excellent electric clock contained in his tummy. Even more arresting, his eyes roll back and forth and his tail wags with every ticking moment. This is *one* black cat any child would be thrilled to have cross his path. $13.95 ppd. Foster's Distinctive Gifts, Princeville, Ill.



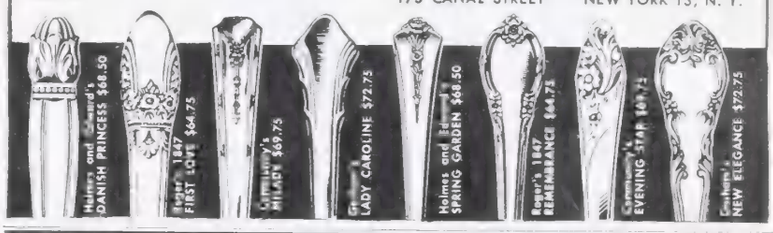
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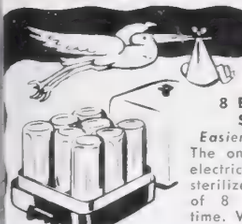
Convert your bedspring into a modern Hollywood bed or studio couch in minutes . . . with handsome, All-Steel Snap On Bed Legs! Set of SIX fits any open type COIL bedspring. Just insert on angle side rail and tighten thumb screw. Available in either **Chrome** (to pick up room colors) or in beautiful **mahogany** baked enamel finish. Shipped ppd. in complete sets of **SIX (6)**. Send check or money order.

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Combination 3½" base **$2.45**



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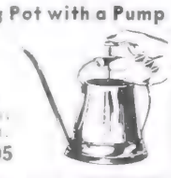
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Press the knob and out spouts a controlled stream of water. For hard-to-reach planters, etc. Solid antiqued copper, holds 1 qt. Ideal Gift.



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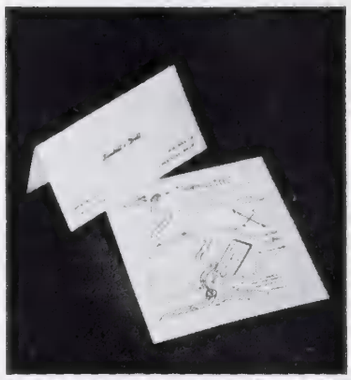
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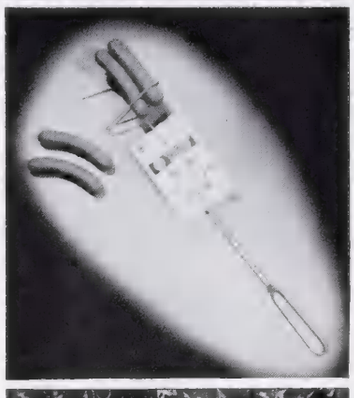
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Window



YOU'RE ON THE MAP and week-end guests will find you like homing pigeons if you have these Home Maps. Double size business cards are printed with your name, address, and phone number on front, and inside there is a detailed map drawn to your specifications showing the best routes to your house. 1000 cards are $15. Postpaid from Map Makers, 1258 S. Gramercy Place, Los Angeles 6, California.



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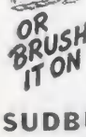




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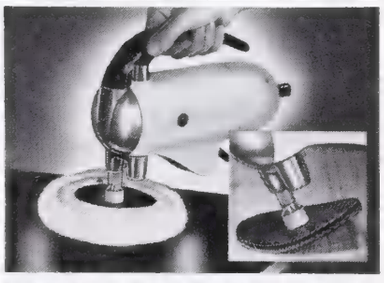


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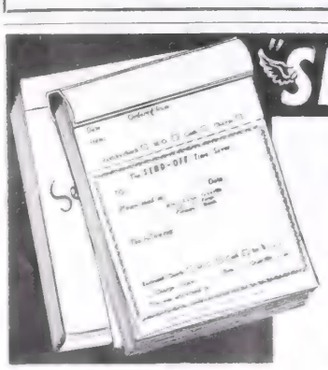
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The Drink Reminder

"What's yours?" Mark your guests' choice on BAR-MINDER and serve the right drink every time! No guess—no mixups. Just write name—check kind of liquor—soda or ginger ale—ice or water—beer, wine, House Special, etc. Clever barrel shaped BAR-MINDER is made of smart, blonde plywood; specially lacquered to a glass-like finish. Illustration and drink chart in rich sepia. Easy to use, easy to erase, ready for the next time. Truly a decorative bar necessity. Measures 12 inches wide and 13¼ inches long. Easy to personalize yourself; write name on barrel-head. Attractively gift boxed.

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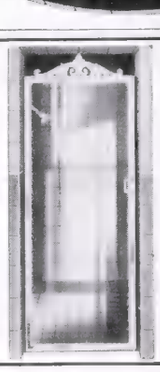
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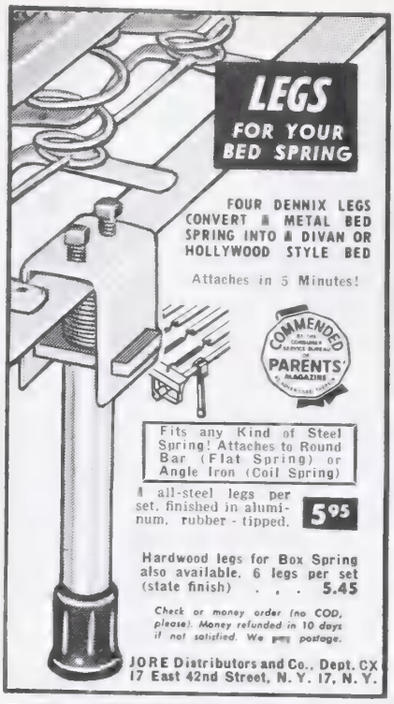
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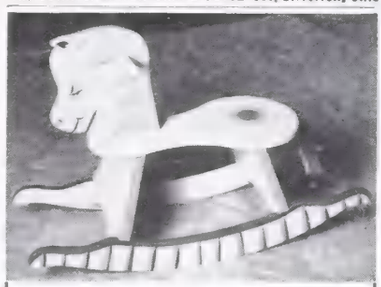


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Hand decorated in gay colors by famed Helen Hume; he stands 17" high on hoofs 26" long, with saddle height 9" so that the youngest can climb on unassisted and not come a cropper.

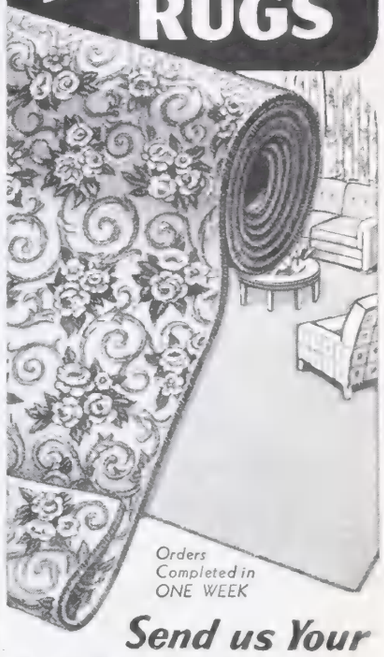
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Nan Gray, Famed Home Beauty Consultant for The Simoniz Company gives you valuable "room-by-room" glamour hints for floors, rugs, furniture and woodwork. Send 15c in coins or stamps to cover postage and handling to Dept. R, The Simoniz Company, Chicago 16, Ill.

It's Worth MENTIONING

by Julie Polshek

Eureka, a clam opener! Shuck-'Em's welcome new brain-child is just as terrific as the oyster shucker they created last year. One stroke of the speedy stainless-steel knife divides the shells (any size or shape) and cuts the muscles loose. The clam emerges with nary a bruise or cut on its main body. The precious juice drains into the aluminum pan. Easy on the hands. $6.95. Pleasant Hills Industries, 700 Third, Brooklyn, N. Y.





Muggy room air feels degrees cooler in no time after you plug in this automatic Oasis Electric Air Drier. All the while, it protects room effects from the ravages of dampness. Move it here or there, year-round, to serve any confined living, work or storage area of up to 10,000 cu. ft. It extracts up to 4 gallons of moisture in 24 hours and drips it into a pail or through a hose. $148.95; casters $4. Lewis & Conger, N. Y. C.

This home-like twin of the Roll-A-Rack dispenser used in self-service stores solves can problems to a fare-thee-well, in the refrigerator or pantry. It creates order, saves space, brings each can into hand's reach. Top front is the filling station: a 2-story gravity-feed circuit marches the 10-can load to the dispensing station at lower front. It's chromed metal; 14½" x 5¾". $4.95. Wire Products, Box 724, Oswego, Oregon.



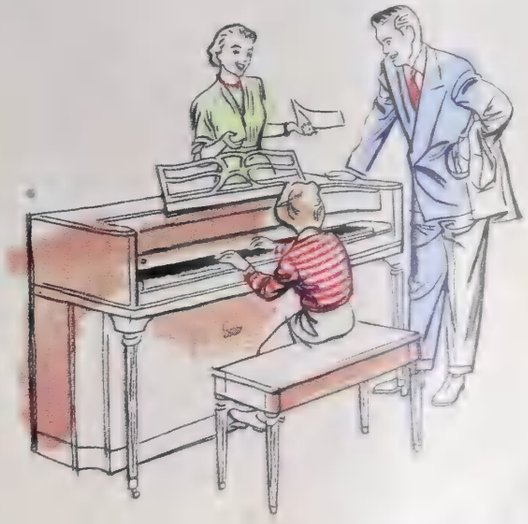


It's come at last—a table-top food chopper that performs on any flat surface. Enterprise's No-Clamp Chopper is a headliner from its firm base to its extra-big hopper mouth. It chops raw or cooked meat, vegetables, fruit, with the same skill that gives Enterprise commercial choppers renown. It's easy to clean, sturdy, light. $6.95. Strainer-purée attachment is a time-saving gem. $2.50. Hammacher Schlemmer, N. Y. C.

(Continued on page 42)



Your Child's Hidden Ability Responds to the Exquisite Acrosonic by Baldwin



Deep within almost every child is the yearning for expression in music. Those who know music the world over know how this yearning can be stimulated and developed with a truly fine instrument like the exquisite Acrosonic. Here is exciting tone and smooth response at its best . . . the direct result of the exclusive Acrosonic scale and famous "full-blow" action. Ask your dealer or write us for our booklet, "Planning Your Child's Future."

THE EXQUISITE *Acrosonic* BY BALDWIN

THE BALDWIN PIANO COMPANY, DEPT. HB-4, CINCINNATI 2, OHIO. • BALDWIN • ACROSONIC • HAMILTON ■ HOWARD PIANOS • BALDWIN ELECTRONIC ORGANS



White sidewall tires, wheel trim rings, optional at extra cost.

The '50 Ford Fordor Sedan. The "dress-up" car with all the quality features that make Ford the one *fine* car in the low-price field. Your choice of "hushed" 100 h.p. V-8 or 95 h.p. Six. Inside and outside styling that has earned Ford the Fashion Academy Gold Medal Award two years in a row.

The '50 Ford Convertible. Here's fun for all the family—rain or shine! The top goes up or down in seconds, automatically. Your choice of all-leather or fabric-and-leather upholstery. New non-sag front seat with foam-rubber cushioning.

250,000 families are two-Ford families

"I'll pick up the children, Sis, as soon as school is over."

"Bob and I can go straight to the Smith's. We'll meet you there."

"Nobody has to wait with two big Fords in the family."



Think of it! There's not one Ford but *two* in the garages of over 250,000 American families! Why? Because they've found that *nothing else* matches *two-car* convenience!

What's more, they've found that owning two Fords costs little more than one high-priced car! Fords are economical to buy, economical to run and there's less dollar depreciation at "trade-in" time!

Why not see your Ford Dealer today and "Test Drive" these two Ford running mates? You'll SEE, HEAR and FEEL the difference. And the car you now own may well provide the down payment on two new '50 Fords!

There's a Ford in your future
...with a future built in!

PHOTOGRAPH BY FREE LANCE PHOTOGRAPHERS GUILD



To people who see more than scenery when they travel, Maligne Lake near Jasper Park in the Canadian Rockies is an eye-filling demonstration in scale and proportion. The firmament dwarfs the mountains, mountains dwarf the glacier lake, the lake makes Lilliputians of men.

How to leave home and like it

by Louisa M. Comstock

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels

Shrewd visitors to the Canadian Rockies take the time—and the clothes—to see Maligne Lake firsthand, instead of merely admiring its photographs in the light and lovely lobby of the Jasper Park Lodge. Maligne is not only the largest glacier-fed lake in the Canadian Rockies, but its vivid green water, reflecting the snow-clad peaks towering over it, constitutes to many the finest view in this whole view-rich area. It is only a scenic thirty miles from Jasper, over a combination car and launch route which may now be traveled round-trip daily. But a day is not enough for Maligne. Better are the two- or three-day trips, or the four-day jaunt returning by horseback over the Spectacular Sky Line Trail. Best of all is a week or more at the lake itself where you can hike, mountain climb, take several boat trips, and fish, fish, fish for speckled trout. So come prepared. You can arrange the trip either in advance or on the spot through any of the following, all addressed at Jasper, Alberta, Canada. Jasper Park Lodge, which operates 1-, 2-, and 3-day all-expense trips; Rainbow Tours, Ltd., which sets up the saddle trips; or Jasper Park Tours, Ltd., which does a sight-seeing trip only, daily. Representative costs: from $12, round-trip transportation only; round trip including meals, a boat trip, and overnight when required, 1 day, $20; 2 days, $29 for heated canvas houses, $31 for cabin accommodations; 3 days, $32 and $36; 4-day saddle trips, $105 and $109, with additional days at the lake from $10 with meals.

Camera Plus

In Gallup, New Mexico, they're offering a new Phototour Service this summer to those who would sooner stay home than travel without film. Gallup, as every photographer knows, is take-off for some of the most photogenic Indian country of the Southwest. It's a jumping-off spot for such choice subjects as Canyon de Chelly, Monument Valley, and a number of pueblos, past and present. It is also scene of that camera natural, the annual Inter-tribal Indian Ceremonials, which take place this summer August 10-13. So make your goal in Gallup the Hogan, home of the Chamber of Commerce, through which you can arrange for a photographer-guide to escort you in your own car on the Phototour of your choice. Get in on nightly slide and movie "previews" to direct you in next (*Continued on page* 123)



Fun to play and easy, too

A great new home organ by Wurlitzer

Gay and popular music of the moment or serious organ music of the ages . . . play either, play both . . . on this new Wurlitzer Electronic Organ.

You'll hear tone colors, shading, and a range of expression that put new joy in listening and real fun in playing. At a touch of your finger, you hear the clarinet, the French horn, the tibia, the oboe, the piccolo and fife—the exquisite harmony of diapason and strings. *It's almost like leading an orchestra!*

Designed by William Zaiser, one of America's foremost designers. Fits in with any home arrangement or decorative scheme. See it at your Wurlitzer dealer's.

In harmony with any home arrangement



Series 30 Wurlitzer Organ. Walnut, mahogany, or special finish if desired.



Lowest priced standard two-manual organ

Can be played by anyone who can play the piano. And it's a *complete* organ. Two full 61-note keyboards. Standard 25-note pedal clavier. A wide variety of tonal colors. And it is the lowest priced standard two-manual organ you can buy.

Wurlitzer makes the only complete line of electronic organs. Single-manual models priced as low as $1195 F.O.B. North Tonawanda, N. Y.

See, hear and play the new Wurlitzer Pianos. More people buy Wurlitzer Pianos than those of any other name.



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THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK, EXECUTIVE OFFICES, CHICAGO, ILLINOIS



Not so pure— but very good

Storytelling musical records play an important part in introducing young children to music

by Richard Williams

What happened to Little Black Sambo? It seems that one fine day he was taking a walk through the jungle and on the way he met one animal after another. The animals joined him on his walk and each played a different instrument. The elephant played the big bass horn, the baboon the bassoon, the brown bear the saxophone, the little monkey the piccolo, etc. As Sambo continued his walk, the animals decided to play together; they formed themselves into an orchestra. That's how Sambo got to know the instruments which constitute an orchestra.

This recording—entitled "Little Black Sambo's Jungle Band" and written and narrated by Paul Wing, music by Norman Leyden—is typical of a new kind of album, the purpose of which is to stimulate an interest in music by telling the child a story which has something to do with music. These recordings, designed particularly for young children (aged two to nine), have been welcomed by parents, which is perhaps not important, and have also been welcomed by the kids, which is important. The device of music through story is a sound one. Children are more interested in storytelling than in abstract artful sounds. They are more at home with drama and action than with sweet harmony. It all depends, of course, on how it is done. In order to appeal to the child, the story must be a special one. It must have charm and humor, and must have its quota of imagination and fantasy. Above all, it must be exciting. A child can well become acquainted with music through such a story as fairy tale in which the hero or the villain is not a sleeping prince or a hungry giant, but a musical instrument. Admittedly, this tricking-out of music with adventure is not the pure way of presenting the noble art. What of it? If it achieves

purpose—leading the child to music—it is unquestionably a good approach to a sometimes tedious process.

A special skill, a special understanding, is needed to tell a child's tale and tell it well. Notable work has been done by Paul Wing and by Alan W. Livingston. It is Mr. Livingston's belief that "these albums go further in creating interesting situations through which the child receives an incentive to learn than so-called 'accepted' compositions for children." After all, says Mr. Livingston, "at a very young age records can only serve to introduce him to music and not to educate a child musically." The music that does come with the stories produced by Wing, Livingston, and the others is simple, rhythmic, usually gay, and caparisoned with impressive sound effects. Children like noise, good and loud.

Mr. Livingston has his own recognizable style. Indeed, I should think that a knowledgeable youngster, hearing one of his new records might exclaim, "Mr. Livingston, I presume!" Among his records, I particularly like the Sparky series. In "Sparky's Magic Piano," Sparky, a young lad who has experienced some trouble with his piano lessons, dreams that he is the owner of a magic piano on which he can play anything. He astonishes one and all with his virtuosity; though he then experiences disillusionment, eventually his desire to practice and really learn the piano returns. A very moral tale! In "Sparky's Music Mix-up" our hero has decided that he is tired of the piano, that other fields seem greener, and that he now wants to play the violin. The violin also proves unsatisfactory, so he wants a clarinet, then a trumpet. On and on he goes, playing each instrument badly. But it all winds up happily, with Sparky glad to be back with his friend the piano. "Rusty in Orchestraville" tells the story of a young boy's visit to the land where all the instruments live. The conductor of the orchestra introduces him to these instruments and the instruments talk to him in strange voices (Sonovox). In this record, Mr. Livingston uses parts of Haydn's "*Surprise*" *Symphony* for the music. In another recording, "Gossamer Wump," he employs Ponchielli's famous "Dance of the Hours" to his own comic purpose.

Virtually all recording companies offer these music-story records. Among records that have achieved much popularity are "Tubby the Tuba," which is likely to become a classic and which has been made in several versions, one of them with Danny Kaye as the narrator; "Said the Piano to the Harpsichord," with a story by Douglas Moore, in which the piano and the harpsichord argue which is the better instrument and finally make their peace by playing a duet; "The Little Tune That Ran Away," a story by Vernon Bowen which is all about a tune that does not seem to belong anywhere, and feels homeless until a mother sings it as a lullaby; and "Pan the Piper," a new production by Paul Wing.

But of all storytelling musical records, the one that is the greatest favorite is a modern, sophisticated composition which was originally *not* destined exclusively for children, just as *Robinson Crusoe* and *Gulliver's Travels* were originally not children's books. You have guessed, of course, It's Prokofieff's "Peter and the Wolf." Six versions of this are now available. Of them all, I like best the one with Stokowski conducting and Basil Rathbone as narrator of Peter's colorful day.

Is your child's future worth a Wurlitzer Piano?



Your son and his "get-ahead" in life

Those early years in a child's life are the years that shape character. And a Wurlitzer Piano can help mold character as only musical training can do.

At the Wurlitzer keyboard, your children learn to use their minds as well as their fingers. They develop concentration, coordination, perseverance—confidence in themselves and their ability to do things. They gain poise, ease of manner—personality and ability that can make them popular companions among people everywhere.

Like a good education, a Wurlitzer Piano is an investment in your children's future—an investment that pays dividends all through life.



A Wurlitzer can add to future poise, popularity, success

Wurlitzer Piano, Model 2600. Available in mahogany, bleached mahogany and walnut.



And Wurlitzer Pianos are favorably priced

The Wurlitzer Piano is famous for fine construction, splendid tone and durability. Wurlitzer is able to give you far more piano value for a very simple reason: *More people buy Wurlitzer Pianos than those of any other name.*

Wurlitzer is not only famous for fine pianos, but for the finest in electronic organs, too. Among these is a remarkable new instrument for the home. Easy to play.

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THE RUDOLPH WURLITZER COMPANY, DE KALB, ILLINOIS, EXECUTIVE OFFICES, CHICAGO, ILLINOIS

YOUR LITTLE GIRL
and her music



How gently good music shapes the pattern of gracious living! The pride of accomplishment, the keen enjoyment, the self-confidence that come with mastery of the piano . . . these are blessings your child will cherish through her lifetime. For this character-building endeavor, give her an instrument with a heritage of *one hundred twenty-seven years of fine pianomaking*. Start her off *right* with a Chickering . . . America's oldest and best loved piano.



Chickering's matchless beauty of tone and inspiring performance have merited recognition by more than two hundred States and Sovereigns, Learned Societies and World Expositions. Today's modestly priced grand and vertical pianos of incomparable design and performance are the culmination of all Chickering achievement. Send coupon below for illustrated booklet.

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Send free booklet, "The Romance of the Chickering," and catalog illustrating and describing the latest Chickering pianos.

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IT'S WORTH MENTIONING

CONTINUED FROM PAGE 36



Pinking shears have many quick and easy decorating tricks up their sleeve besides their invaluable dressmaking uses. They don't come finer than this 1950 model of Wiss' famed Model C pinking shears. Wise shoppers know the value and end economy of fine implements. The chrome cutlery-steel pinker cuts any outline with precision accuracy, be the assignment a sheer or multiple layers of wool. $7.95. Bloomingdale's, N. Y. C.

Take this clamp-on Speed-E Rug Hooker anywhere. It sets up shop in a twinkling on any table edge (no frame needed). Then watch it go—100 loops a minute, all uniform in height—a cinch once you get the knack of pedaling it. Its needle turns in any direction the pattern calls for; handles wool, cotton, or stripping. When idle, the 5-pound machine stows away in its 16″ x 7″ x 7″ case. $19.75, F. & R. Lazarus, Columbus, O.





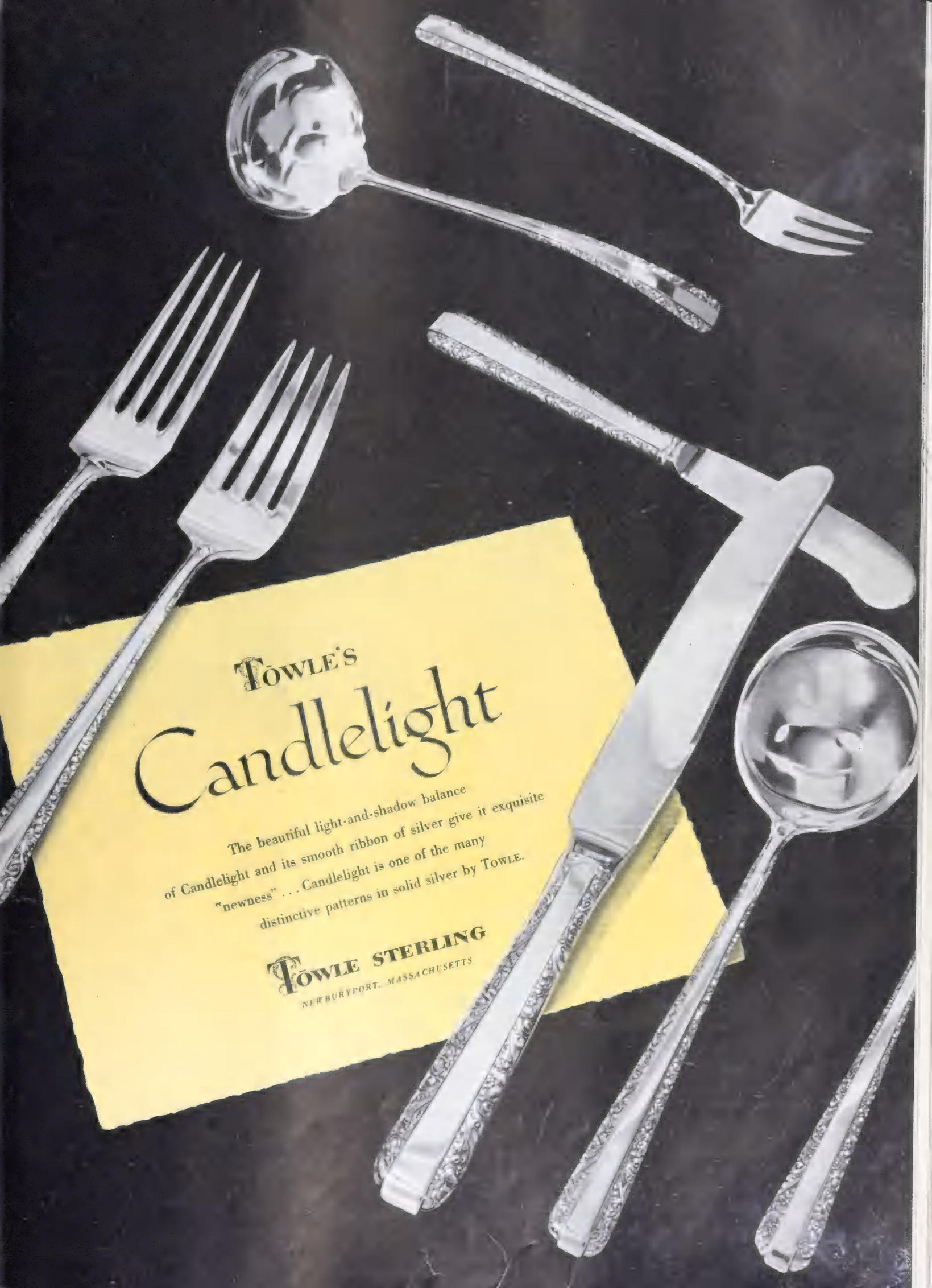
This Han-Dee cutter fills th French-fry basket in a matter o seconds. It cuts whole potatoe into 7/16″-square strips with on stroke, as fast as you set 'em u and take 'em away. A whiz fo dicing vegetables, too. Telescope posts ride the keen stainless ste platform up and down elevato fashion. Sturdy aluminum cutt quickly rinses clean; stores easil $2.50, Arthur's, 178 E. Front, Plai field, New Jersey.

This Wear-Ever covered bake pan gives you two utensils in one. Its tight, slide-on cover is a flanged 13¾″ x 10″ cookie-biscuit sheet; the bottom a baking and roasting pan. Merged, the sturdy sheet-aluminum utensils carry picnic food without spilling, keep cake or sandwiches fresh; in the refrigerator, it compactly stows food-storage dishes, keeps salad or greens cold and fresh. $2.50, Wanamakers, N. Y. C. and Philadelphia.





Ice water on tap! The whole fa ily will applaud its convenien —mother most of all. The gall size Tap-A-Glass dispenses wa or what-you-will from its sh perch with a push of the Bakel spigot. Even the tots can mana alone if it's stationed on a l shelf. The space-saving 5″ h cooler is see-through polystyre Its 5½″- x 13½″- cover shel stored foods. $2.95, Susan Rann 175 E. 82nd St., N. Y. C.


TOWLE'S
Candlelight
The beautiful light-and-shadow balance
of Candlelight and its smooth ribbon of silver give it exquisite
"newness" . . . Candlelight is one of the many
distinctive patterns in solid silver by TOWLE.
TOWLE STERLING
NEWBURYPORT, MASSACHUSETTS

Help your child GROW... into the magic of music!



PHOTO BY ROTHCHILD

THIS story is about your child, and his love of music.

There are excellent toys made today to teach children coordination, muscular control, judgment, and other requisites of mental and physical development.

How few parents realize, however, that the development of an appreciation of *music* must go through exactly the same stages! And it is an essential background for the acceptance of music lessons, when the time comes for them.

Records offer an excellent device for bringing music into the home. But the kind of music that is recorded for children must be in the idiom of a child's world . . . otherwise though you may thrust it at him twenty times a day he will reject it . . . *because it's not fun.*

Young children are interested in picture books. These pictures mean something because the child can see objects and associate them with his surroundings.

Most music at this point consists, to the child, of strange sounds coming out of a box. But link that music to the picture book and it takes on an entirely new significance!

There are "record" picture books, for example—Capitol "Record-Readers" —with colorful illustrations of Bugs Bunny, Woody Woodpecker and Bozo the Clown. The child, seeing the pictures, is immediately intrigued.

Then records, timed to the story books, are played . . . and those "strange noises" from the box immediately *make sense;* they are associated with something a child can *see* and *understand.*

And thus, for the first time, a child of two, or even younger, can be taught to *enjoy* good music.

Because it is *his* music. And it's fun!

Let the child participate

In a short time it is easy for the youngest child to enjoy the thrill of *participation* in stories and music. "When Bozo blows his whistle, turn the page!" the record-reader says. After a few clumsy attempts, the child achieves it, in time with the records.

The love of picture books will continue in a child for many years, but in a relatively short time it no longer becomes necessary to associate pictures with the music. For your child has learned to form his own pictures, in his own mind. You have taught him how!

Then it is time for the next step. From his first love of Bozo's Circus music, it is easy to move on to the story of *Sparky's Magic Piano* . . . the little boy who didn't want to take piano lessons, and all the fun he missed. Here is music of a more advanced sort . . . Chopin, Haydn and other noted composers. It is great music, but again it's linked to a story children *enjoy.*

And on you go to *Rusty in Orchestraville,* where the various instruments are introduced . . . and the Disney classics.

It isn't long before the music itself is significant and entertaining to the child mind. And from that point on, the selection broadens to include some of the world's truly great music.

But remember that your child, unless he is a prodigy, will not be forced into music appreciation, and later to learn an instrument. It is a step-by-step education . . . started early!

Sound guidance available

Capitol Records has long specialized in children's records and albums. (Capitol first introduced Record-Readers.) Through the years, the best-selling albums continue to be Capitol, and Capitol remains *the outstanding leader in the field.*

We will be happy to send any interested parent a brochure listing Capitol approved albums, with descriptive details. Your local record or department store should be well stocked; if not, drop us a line and we will see that you are promptly supplied. Most of Capitol's albums are made on all three speeds, for your selection.

These are representative of the many Capitol Children's Albums, Record-Readers and Picture Folders: *Bozo At The Circus . . . Bozo Under The Sea . . . Bozo And The Birds . . . Bugs Bunny In Storyland . . . Woody Woodpecker And His Talent Show . . . Rusty In Orchestraville . . . Sparky's Magic Piano . . . Sparky's Music Mixup . . . Hopalong Cassidy And The Singing Bandit . . . Tex Ritter Songs For Children . . . Three Little Pigs.*

Capitol RECORDS HOLLYWOOD



"Cheare up the countenance"

by Richard Williams

Robert Burton, English clergyman, who wrote that famous book, *The Anatomy of Melancholy* (1621), recommended music as a remedy for many ills. Music, he said, will "*Cheare up the countenance, expell austerity, bring in hilarity, informe our manners, mitigate anger.*" Well, perhaps music does have curative properties. It is so used now in many industrial plants. But we are more interested in the pleasure that music brings: we are more interested in the fact that it does "cheare up the countenance." Music makes a happy home happier. It makes a lively home livelier. Most important, music can bind a family's home life together, because—perhaps more than the other arts—it appeals to all ages. The *same* music can be enjoyed by the very young and by the very old. A song or a symphony leaps over the barriers of age with the greatest of ease. It's an interest parents and children can have in common. The result of music enjoyment is a reunion of the family, all assembled with cheared up countenances.

Last year, HOUSE BEAUTIFUL published for the first time a special issue devoted to Music in the Home. This was so enthusiastically welcomed by our readers that they asked us to do it again. We are doing it again. And—we hope—we are doing it better. You will find here no talk about the esthetics of music. But you will find here a host of specific suggestions for the home life of music. These suggestions include a comprehensive nontechnical discussion of that curious new magician—Television!



PHOTOGRAPH BY FRITZ HENLE





by Dr. Helen Howe

Dr. Howe is Director of Music in all public schools of the city of Chicago.

These kids enjoy Music

Music ranks along with the three R's in Chicago's public schools where youngsters learn to play everything from triangles to tubas

Take one look at this picture and you'll see what I mean when I say "these kids enjoy music." They're in it heart, soul, and bowstrings. To them the melody "listens" good, but the fact they're playing it is what's really exciting. You see, at this age the greatest pleasure in music is the joy of accomplishment. That's why I believe every child should have the opportunity to take an active part in some form of music at an early age. It's just as important as math or athletics. For even this brief experience will enable them to find more pleasure in life as adults. *(Continued on next page)*



PHOTOGRAPHS BY FRITZ HENLE

These kids enjoy Music (continued)

PHOTOGRAPHS BY FRITZ HENLE



Beating time with sticks, blocks, and triangles gives the youngest children a basic sense of rhythm. This group in the kindergarten of Chicago's Cameron Elementary School eagerly awaits the downbeat of their leader—often one of their own class.



The school band may not rank with the local symphony, but it's just as important to the Clissold Elementary students who take their music as seriously as this baritone horn player. Instruments are made available by Chicago Public School system.



Class piano periods are extremely popular in the Cameron Elementary School. Oversized keyboards on long tables enable many boys and girls to "play" at the same time. Dr. Howe says this is one of the best ways to teach fundamentals of music.



Music instruction continues as part of the daily curriculum in high school where students play more complicated orchestral instruments. Here is a practice session with flute, clarinet, French horn, bassoon, and oboe, at Farragut High School.

by John Briggs

Mr. Briggs used to be a music critic on the *New York Evening Post*, but now has gone on to become the Editor of *Etude Magazine*, the stately publication that is read by music teachers. How to select a music teacher? He ought to know!

How to choose a music teacher



So you're thinking of music lessons for your youngster! Your first problem is to find a teacher. This calls for abiding patience, and a certain amount of tactful sleuthing.

Begin by asking yourself whether your youngster will aim at a professional career. Unless he is a child prodigy, the odds are that he won't. If he is a prodigy, you certainly want to get the finest teacher available. But the teacher who is best for a wonder-child may not be best for the average music students.

The best pianists are not necessarily the best teachers. (And to "pianists," add also "violinists," "cellists," "flutists," or what have you.) A great teacher need not fire his hearers with his playing of the "Appassionata," so long as he fires the imagination of his students.

Teaching and playing concerts, in fact, have little in common. They are separate careers. The possession of tact, for (*Continued on page* 100)

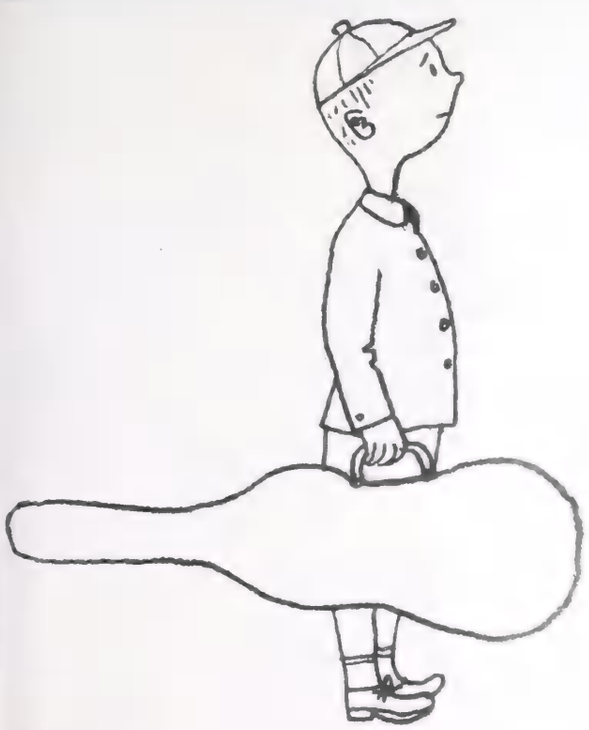




ILLUSTRATION BY FRED ENG

All this for a Song

Don't confine your singing to the shower. You don't have to be a trained vocalist to enjoy the uninhibited pleasure of group singing either at home or in public

by Sigmund Spaeth

Through his last book, *A History of Popular Music in America*, Sig Spaeth has become the official historian of song, ranging from "You Will Have To Banana" to the hit tunes of *South Pacific*.



It is acknowledged by psychologists that the elimination of human self-consciousness finds its commonest expression in an outburst of song. This is particularly true of the male sex, whose removal of inhibitions, through artificial stimulants or otherwise, has the effect of complete vocal freedom, in song and story.

There are two possible explanations of the traditional school of bathroom vocalism. One is that the sense of uninterrupted privacy encourages uninhibited self-expression of a naturally musical type. The other (and equally tenable) theory credits the plumbing and tiling of a well-appointed bathroom, particularly the intimate surroundings of a shower, with an artificial resonance that makes any voice sound much bigger and better than it really is. (There is even an old story about a family that never learned to sing because there was no lock on the bathroom door.)

Let it be assumed that practically all human beings can sing a little, for at least their own pleasure, and that they unquestionably do better when supported by other voices and relieved of the embarrassment of performing for an audience. If every member of a group realizes that nobody is listening to him or her in particular—everybody taking part on the same level of unrehearsed enthusiasm—"community singing" becomes one of the simplest and most satisfying of all pleasures.

In its deliberately and carefully organized form, singing in a group presents no problems. People gather at certain public places at certain times, under definite leadership, properly equipped with the necessary materials and predisposed to take an active part in the vocal activities. Such gatherings (now less common than in the past) have often resulted in the (*Continued on page* 101)

A musician selects his children's records

ALL PHOTOGRAPHS BY FRANCIS REISS—PIX



Jesus Maria Sanroma, one of America's brilliant young pianists, is the father of four girls. Their names and ages are Marisol, 14, Amelia, 9, Cherin, 7, and Natalia, 5. Mr. Sanroma tells us which records he has selected for his children. His choices are divided into the three age groups shown below



At home, concert pianist Sanroma plays role of disc jockey while four music-loving daughters keep him busy with special requests.



AGE GROUP—4 TO 8 YEARS

BEETHOVEN ..... Turkish March
HAYDN ..... "Surprise" Symphony or "Toy" Symphony
MOZART ..... "Sleigh Bells" from German Dances
OFFENBACH ..... Gaité Parisienne Ballet
ROSSINI ..... William Tell Overture
(Children know this because of "Lone Ranger" broadcast)
SAINT-SAENS ..... Carnival of the Animals
SCHUBERT ..... Ballet music from *Rosamunde* or Marche Militaire, Moment Musical, Collection of Landler, or Waltzes
SOUSA ..... Marches (album)
WHITE, PAUL ..... Mosquito Dance, Pee Wee the Piccolo
TRADITIONAL ..... Folk song or Christmas song Collection



AGE GROUP—8 TO 12 YEARS

BACH ..... Suite No. 3 in D (including the Air for G String) (or any in the other suites)
DUKAS ..... The Sorcerer's Apprentice
HUMPERDINCK ..... Opera: *Hansel and Gretel*
PROKOFIEFF ..... Peter and the Wolf
RAVEL ..... Mother Goose Suite
ROSSINI ..... Overtures (album)
SCHUBERT ..... "Unfinished" Symphony
SCHUMANN ..... Kinderscenen
STRAUSS, JOHANN ..... Waltzes (album)
TCHAIKOVSKY ..... Nutcracker Suite
WAGNER ..... "The Ride of the Valkyries"



AGE GROUP—12 TO 16 YEARS

BEETHOVEN ..... Symphony No. 5
BERLIOZ ..... Symphony Fantastique
BRAHMS ..... Symphony No. 1
CHOPIN ..... Piano music (any album by a great artist containing the popular numbers)
RAVEL ..... Bolero (good for identification of instruments)
ROSSINI ..... Opera: *The Barber of Seville*
STRAUSS, RICHARD ..... Till Eulenspiegel
VAUGHAN WILLIAMS ..... Variations on a theme of Tallis

by Virginia Stanton

PARTIES that make you famous

How to plan A MUSICAL MENU

The finishing touch for a glamorous dinner party is the music. An experienced party-giver tells you how she plans it

I am up on cloud nine, for we are having a party! The barbecue fire is lighted. Ada and Nellie have been briefed on "operations kitchen." Everything is under control, and I know we are going to have fun.

As I am running that comb through my hair and putting on a new face, I hear Bob singing lustily in the shower. I suddenly realize that I have not planned the music for the evening.

"Bob, what music would you like to have tonight?" I ask.

He pops his head out and drippingly asks, "What did you say, dear?" So I repeat, "What music shall we have tonight?"

"Well, what are we having for dinner?" he counters.

"Oh, nothing that will make any difference in the music."

"Well, then, whom are we having—the Jet Set, the Slow Cozies, or the Intelligentsia?"

I pause momentarily to reflect over the guest list. "Some of each group are coming."

This sort of throws Bob and he mumbles resignedly, "Have anything you want, dear," and he returns to his vocalizing in the shower.

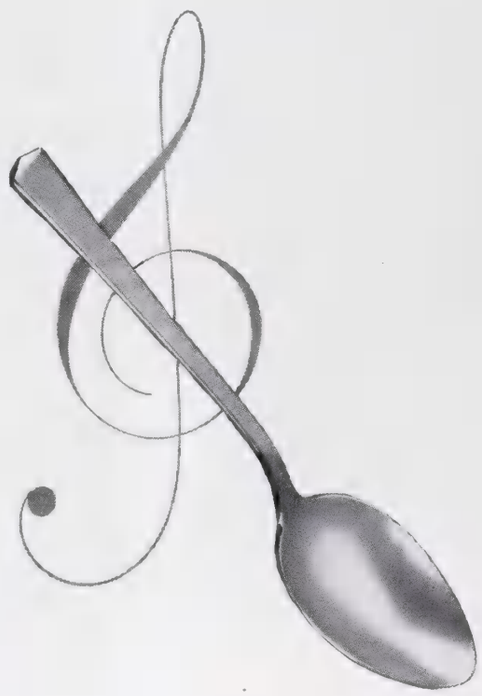
Two centuries ago, Yuan Mei, popular writer of modern Chinese literature said, "There is a difference between dining and eating. Dining is an art."

I belong to the school which thinks music greatly enhances that art. Certainly music is a great help in slowing down the tempo of our meals. And isn't it true that most of us have fallen into the sad habit of rushing through dinner, either to let the servants go home or so that we can dash off for the movies or canasta?

In artful dining, music sets a graceful, leisurely mood. But it also contributes importantly to that feeling of well-being which every hostess wishes to create for her guests. This is a feeling compounded of many things, all of which have to do with pleasing the senses.

Symbolically, all the senses are saluted in the traditional toast to one's health. I do not know in which country the following likely legend originated, but I suspect it was France, for the French people have a great appreciation of food and drink and how it is served.

When the wine is poured you see the beautiful color. (That is why I think all wine glasses should be clear.) Then you smell the bouquet, then taste the delicious flavor—and all the senses but hearing are pleased. Then someone dreamed up the click- (*Continued on page 98*)



Bright, breezy music can set as cool and gay a mood for summer dining as Molla's cast-aluminum table and chairs and Goodall's refreshing "Mille Fleurs" fabric. Cotton carpet, Cabin Crafts. Golden-hued flatware, Dirilyte Company of America. "Palomar" dessert plates, Franciscan Fine China. Tole épergne from Soupçon. Bowl from Mottahedeh. Wine cooler from Park Curiosity Shop. Lighter and cigarette server by American Safety Razor Co. Champagne glasses are Hawkes's "Eardley" pattern from Plummer, Ltd.

COLOR PHOTOGRAPH BY WILLIAM HOWLAND



PHOTOGRAPHS BY EZRA STOLLER—PICTOR

This grand piano looks right at home even in a long narrow room because the owner had the good sense to decorate on a "grand" scale. Instead of surrounding the instrument with small insignificant furnishings, he gave it a bold magnificent background—a Japanese Kamakura screen. This produces two important visual effects. The piano becomes an architectural part of the room and its dimensions are minimized by the proportions and sheer beauty of the screen itself.

See how the companion screen on opposite wall provides a much-needed counterbalance. Lack of clutter and wall to wall carpeting augment spacious appearance. Note, too, how the lamps and driftwood at the far end of the room are appropriately scaled to the rest of the furnishings. Home of Jack Lawrence. Walter Myden, decorator.





PHOTOGRAPH BY WILLIAM HOWLAND

If you want your piano to be the center of interest, put some provocative attention-getter over it. See how this unusual wood carving of musical instruments attracts the eye to the piano wall in the home of the Robert Schasseurs. Mary T. Luscher, Herbert Fouts, decorators.

You don't have to own one large picture or object that's equivalent in scale to your piano. You can mass a collection of small pictures to form an important background as decorator John C. Frear has done for Mr. and Mrs. Samuel Newhouse. Note overscaled table placed in curve.



PHOTOGRAPH BY EZRA STOLLER: PICTOR

Decorating on a "grand" scale

by Sara Little

Your grand piano looks best when you match its proportions with furnishings of equal importance

Don't worry about the size of a grand piano. It's not how big it is but how big it *looks* in your living room. And that all depends on the scale of your furnishings. Surround your piano with little uninteresting accessories—low lamps, a few scattered pictures—and their smallness accentuates the size of the instrument. It looks hopelessly out of place. But give it a setting where accessories are big in size and visual importance—like the Japanese screen on the opposite page—and the piano looks as though it were made for the room. And that's the secret. Make your decoration as "grand" as the piano, and size is no longer a problem.

Little piano—take a bow!

The new spinets are made to be *seen* as well as to be heard, and they'll fit into the smallest of living rooms



A spinet piano can surprise you by fitting into a space that might otherwise be wasted. This one is placed between two doors, takes up no more room than a bookcase. A handsome side chair instead of a bench doubles as extra seating space when you entertain. Raymond L. Toucher, decorator.

Placed in its own mirrored alcove, this spinet is brought into the limelight as an important part of this room's decorative scheme. Note illuminated ceiling, the cabinets (under bookshelves) for storing music. Photographed in home of Dr. and Mrs. Nathan Pensky. Mary T. Luscher, decorator.

The growing style-consciousness of the American housewife is responsible for the engineering of the small pianos now known as spinets, consoles, and verticals. She decreed that a piano in her living room must please her discerning eye as well as her musical ear. She issued her decree by rejecting the upright which, for nearly half a century, was the favorite home piano of the nation because of space and price factors.

The upright offended her sense of modern symmetry and proportion. It crawled up the wall to a height of nearly five feet in some instances, with an expanse of superstructure that no amount of carving, paneling, or fancy veneering could atone for. The big upright, bearing a close resemblance to a folding bed with a toothy grin, passed out of the picture following the hair sofa, the patent rocker, and the base burner. The only people who regretted its departure were those in the lumber business.

Ninety per cent of the purchasers of pianos for the home this year will select one of the new small instruments. If they are wise,

THREE PHOTOGRAPHS BY WILLIAM HOWLAND





Give a spinet an architectural setting. This one, with lines reminiscent of the old square piano, is the center of interest in a specially designed bookshelf and cabinet wall in the home of Mr. and Mrs. Richard Lennox. Piano was refinished in antiqued waxed pine to blend with early American setting. Wing-chair fabric, S. M. Hexter; love-seat fabric from Greeff.

they will select a piano that is pleasing in wood and design as well as in tone. No purchaser should accept a piano that does not make her eyes happy on the theory that its beauty of tone will be so overwhelming that she won't notice the instrument itself.

Good small pianos are available in wide varieties of woods, finishes, and designs. The good old stand-by woods are American walnut and mahogany, available in the standard color shades or as bleached blondes. Pianos may also be had in limed oak, maple, and avodire, all natural blondes. Ebonized finishes are growing in popularity. They are rich and lustrous, carry much dignity, and some people like to place them with blonde furniture for contrast.

The piano is usually the most conspicuous piece in the living room, lasts a long time, and most purchasers lean to conservative designs and woods. Pianos are not occasional pieces.

Many of the ideas of the eighteenth- (*Continued on page* 124)

by Roy Waite

Roy Waite's natural habitat seems to be the inside of a piano. Does he sleep and dream there? At any rate, as the Editor of *Piano Trade Magazine*, it is his privilege to know pianos inside out.

Instruments that are easy to play



by Robert Bagar

Co-author of *Concert Companion* and Music Critic of the *New York World-Telegram and The Sun* guides you to instruments which you can master without too much trouble—and which will yet give you musical satisfaction.



Are you a musical Milquetoast who has always wanted to play and never had the courage to attempt it?

Here's the way to get started—on the simpler instruments

Right now, in numberless homes throughout the United States, there are children taking lessons in piano or violin, two instruments which may be regarded as the basic ones in music education. How many of these youngsters will continue studying is hard to say, but you can wager that the percentage will be infinitely small. So we'll just skip them, like that; they're on their way to the better life.

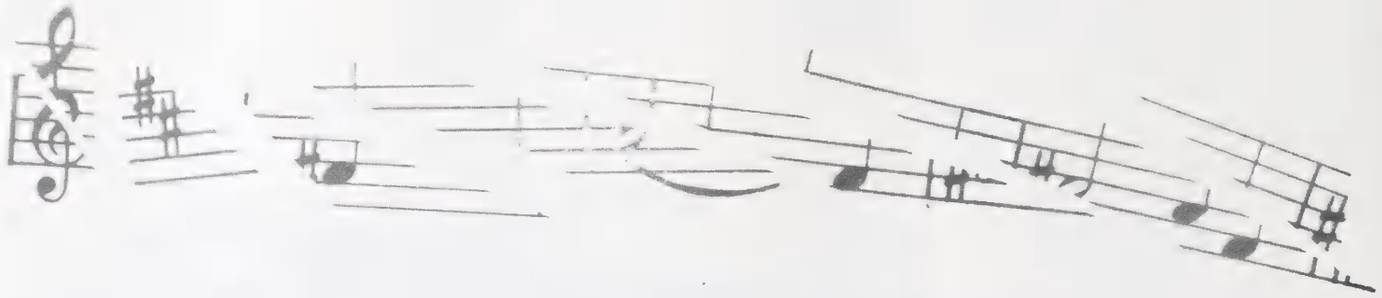
But what of the thousands who, for whatever reasons, give up their lessons? Will they not, in later years, regret that? And will not many of them, handcuffed by inertia, suffer pangs of remorse because they did not take up some humbler instrument—the guitar, the accordion, through which to get an added kick out of life, a personal gratification by the mere fact of being able to make music? Maybe you know lots of people like that. Maybe you're one of them yourself. Well, what are you going to do about it? Stay that way?

Ladies: Is there one among you who can fashion for her own vocal flights deft accompaniments on, say, the ukulele, play a tune softly on the zither, or, perhaps, keep you spellbound with neat improvisations on a small home organ? And does she not, at the close of her performance, walk off on the arms of half the men in the place? And are you not just the least bit envious of her ability—at making music, that is?

Gentlemen: Do you not stew in your own vinegar observing the smug superiority of a certain fellow in your circle whose simple talents on the ocarina, for example, are ever a source of delight to the ladies?

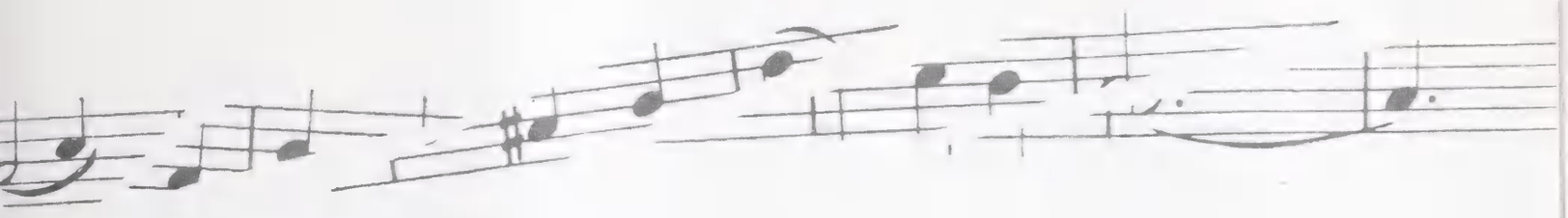
There is in store for you, too, a great deal of pleasure over and above the mere sense of achievement, if achievement isn't enough for you.

At this point, it wouldn't be amiss to remark that there is no instrument really easy to play. (*Continued on page* 115)



Ma - ry, Ma - ry, qu ite con - trar - y





Mary, Mary quite contrary

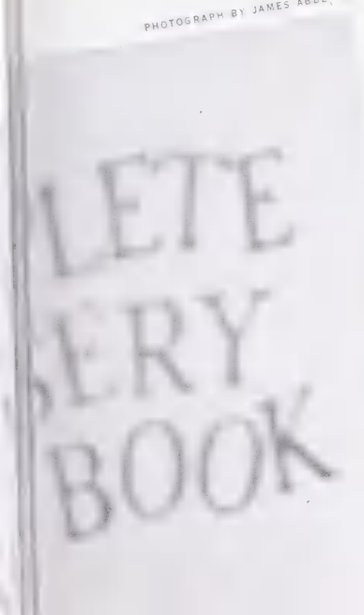
she can't carry a tune

So you think your child is unmusical? Don't jump to conclusions. Every child will respond to music if you give her the right kind of help

by Howard Taubman

Howard Taubman is Music Editor of the *New York Times*. He is also a father. That is why he writes with both musical and parental knowledge.

PHOTOGRAPH BY JAMES ABBE, JR.



Count that day lost in which some parent does not approach some musician somewhere in this wide land to whisper jubilantly or miserably. "My child is a musical genius. what shall I do?" or "My child can't carry a tune. what shall I do?" Over the years I have been asked both questions innumerable times by letter, telephone, and personal interview. The invariable answer, though it must be phrased more tactfully, is, "I don't believe it."

I don't believe it because the chances are millions to one against any child being either a genius or totally unmusical. I know that these parents see and hear their children day in and day out. while I may never clap eyes or ears on them. I still don't believe it. Parents—I'm one of them—are likely to shuttle between too much and too little hope in their offspring. and in music the fluctuations may be wilder because the experience of the average mother and father may be limited.

So you think your child is a genius? Wait and see. Let him in on your private thoughts. Don't thrust him into the public limelight. If he turns out to be a Beethoven. Gershwin. Heifetz. or Toscanini. congratulations! If he doesn't—which is more likely—neither you nor he will be disappointed.

If you think your child is hopelessly unmusical. buck up. because it probably is not true. But. you (*Continued on page* 104)

by Laura Tanner

A living room SET TO MUSIC

If you can't afford a special room for piano, radio, phonograph, and television, you can put them in the living room. See how quietly they fit into this one without dominating it

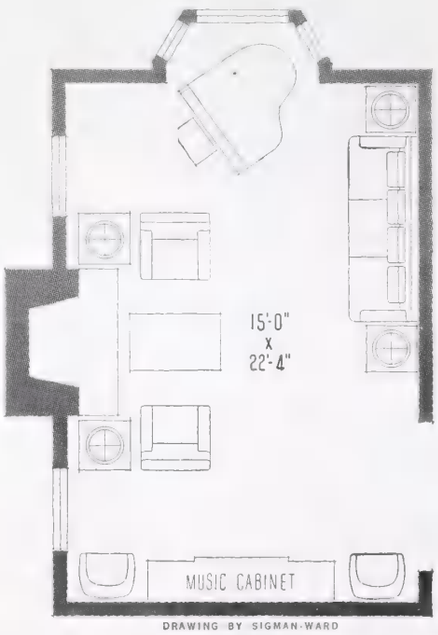


PHOTOGRAPHS BY MAYNARD PARKER

A piano casually placed in the window bay is the only thing that spells music in this quiet living room, yet every detail is carefully calculated to provide a setting as pleasant for listening as it is comfortable for everyday living. See how the piano's bulk is minimized by the generous and flattering background of soft gold draperies.

You could spend a quiet evening by the fireside without ever suspecting that this room was equipped for several kinds of audible entertainment. The leather-covered breakfront houses radio-phonograph, television set, and record storage. Big-scale accessories, and pattern on the walls only, gives room character, keeps it from being distracting.

The breakfront itself is custom-made but it is designed to hold a standard radio-phonograph in the lower center section, a television set above. Plan of room below shows ample seating is provided for either television or piano recitals. Home of Mr. and Mrs. Norwood Smith, decorated by Paul Granard.



DRAWING BY SIGMAN-WARD

If you're serious about your music and want to hear all the high notes and all the low ones:

Wire your house for sound

To get the finest reproduction of radio and record music, buy high-fidelity custom components and build them into the structure of your house

by Lloyd Shearer

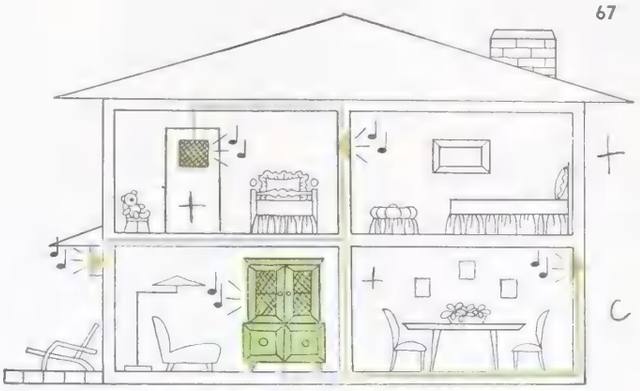
If you're building a new house and music means anything to you at all, you'll want a built-in sound system. Plan it at the same time you plan for the other factors that contribute to your well-being, like heating and lighting. It's much cheaper that way. Whether or not you build a music system into an existing house depends on how much good music is worth to you in dollars and cents, and how adaptable your structure is to such an installation. In some houses, the "works" can be accommodated in existing spaces. In others, it may not be worth excessive construction costs. That's for you to decide. (*Continued on page* 130)

ALL PHOTOGRAPHS BY NOWELL WARD & ASSOCIATES

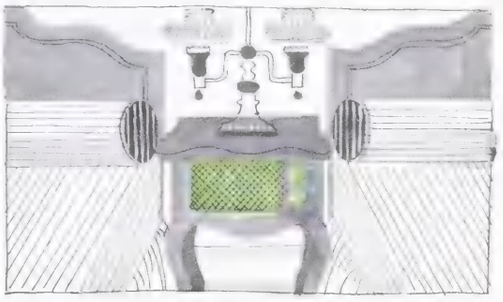




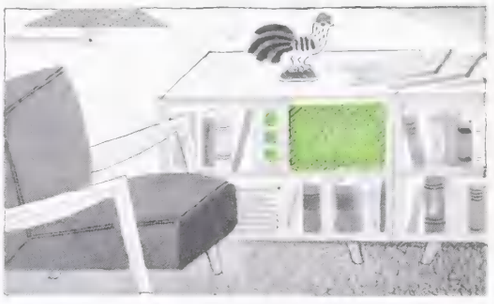
Sound system built into breakfront in existing house (opposite and above, left) contains amplifier, AM-FM tuner, record-player, TV chassis, speaker. Music from master unit is piped to speakers throughout the house, like the one in wall of master bedroom, above. Each has individual controls. Planning the system as integral part of house in the first place can give you even better results—at minimum cost.



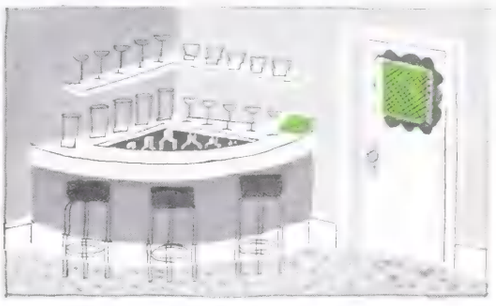
You can enjoy music all over the house. Here 4 extra speakers are hooked up to set in the living room.



Bedroom loudspeaker can be in night table if it is not practical to build it into wall or headboard.

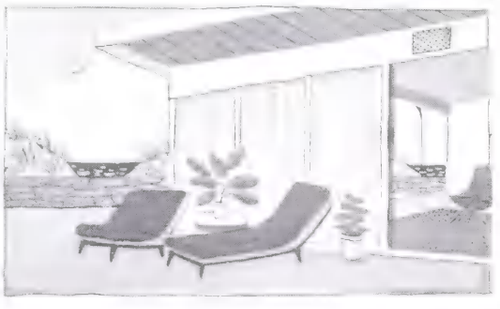


Speaker that brings music into study is easily built into the bookshelves. Plan the controls at finger tips.

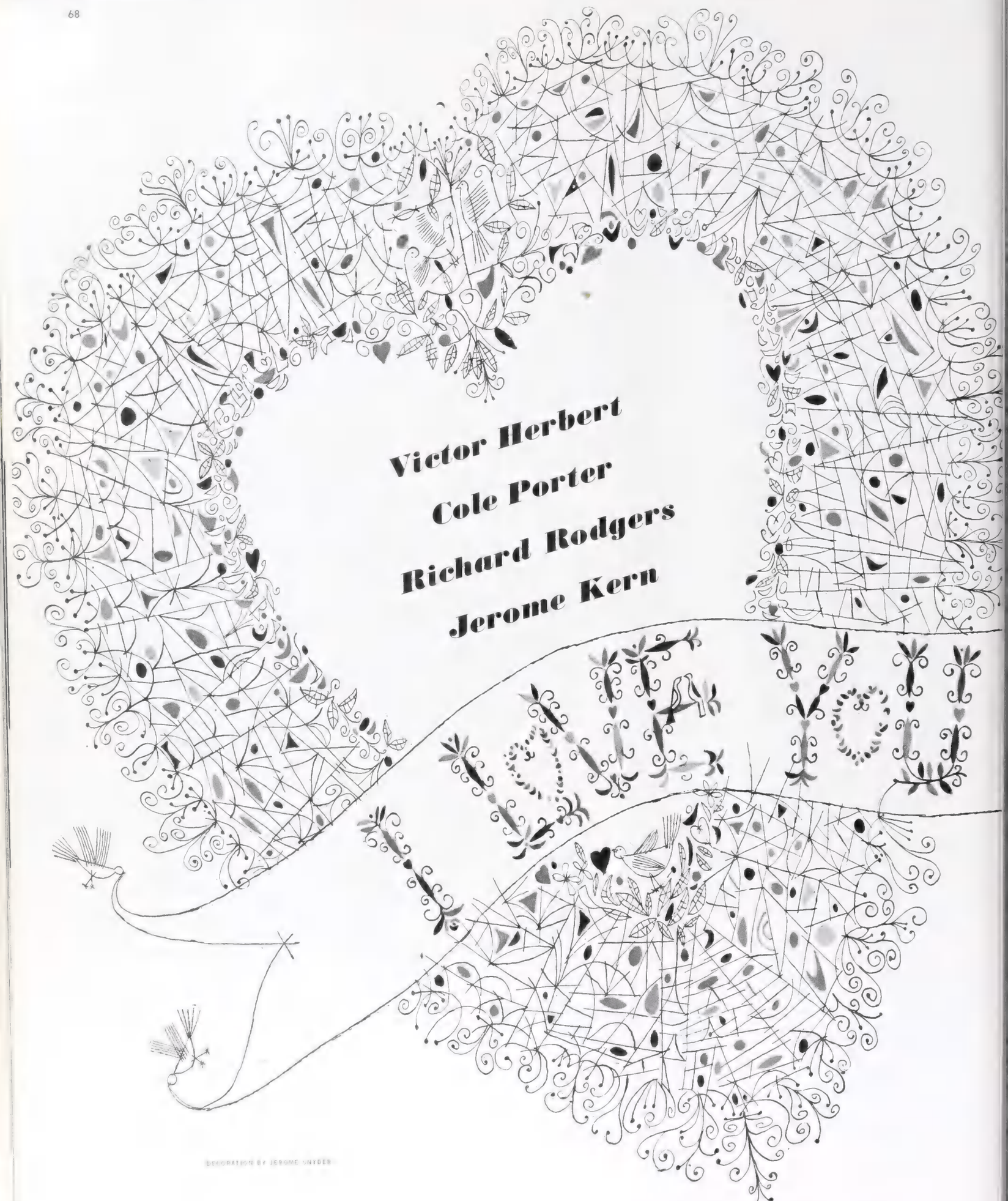


Game-room installation cannot go in cement wall, so it's in closet door. Note control box on bar.

DRAWINGS BY TOM FUNK



On terrace, speaker adds music to pleasures of outdoor living. Overhang here reflects sound downward.



DECORATION BY JEROME SNYDER

Are we so taken with the classical works of the old masters that we can't appreciate the good music of our own popular composers?

by Deems Taylor

Fraulein Alice, the step-daughter of Johann Strauss, the famous "Waltz King," had an autograph fan on which she collected the signatures of the distinguished musicians who visited her step-father's home. One evening she asked Brahms to sign. The great man took the fan, jotted down the opening bars of the "Beautiful Blue Danube" waltz, and added, *Leider nicht von Johannes Brahms* ("Unfortunately not by Johannes Brahms").

To some self-styled American music-lovers that anecdote will probably sound faintly scandalous. How could a great composer so far forget his lofty station as to express admiration of a mere composer of waltzes and operettas? I can tell you how: Brahms was a good enough musician to recognize good music when he heard it, regardless of its label—something of which some of us seem, *leider*, not to be capable.

Musically speaking, we tend to be a pretty snobbish lot, accepting or rejecting a piece of music according to whose name is attached to it, and obsessed by a nervous dread of being nice to the wrong people. This timidity can be explained by our lack of musical background as compared with Europe. We are three centuries behind. At a time when the Duke of Weimar and the Prince of Anhalt-Coethen were fighting over the services of Kapellmeister Johann Sebastian Bach, we were fighting Indians. One must wait until the last quarter of the Nineteenth Century before finding anything approaching a widespread interest in serious music in this country.



But an explanation is not necessarily an excuse. We're getting to be big boys and girls. Any country that maintains, as we do now, two hundred symphony orchestras and twenty *thousand* high-school and college orchestras is surely out of its musical swaddling clothes. But our musical snobbery persists. We divide music into two classes: "classical" and "popular." "Classical" music, so far as I can determine, is music of any pretensions by a living European composer, and *any* music by a European composer who died before 1895. "Popular" music is any music that doesn't fit into the "classical" category, particularly music by an American composer whose pretensions are less than symphonic and which is listened to for entertainment.

In recent years American composers have written music of symphonic proportions that can hold its own with the European product. There is not a great deal of it as yet. Nevertheless, serious (*Continued on page* 103)

14 great artists choose



MARIAN ANDERSON



EZIO PINZA



JASCHA HEIFETZ



ARTHUR FIEDLER

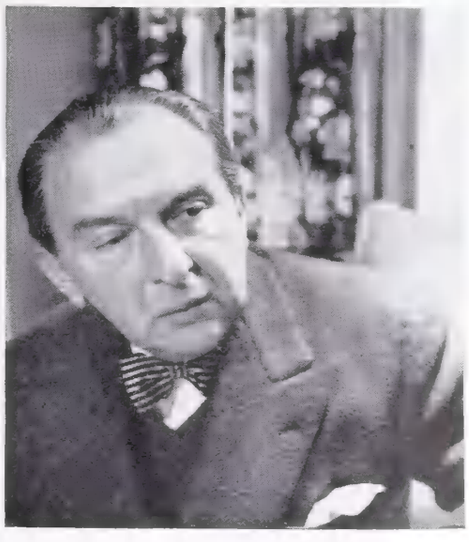


LILY PONS

music for you



MAGGIE TEYTE



FRITZ REINER

Musicians here tell you first, their particular favorite recording(*)—second, which nine other records they think you ought to have in your home. Their selections are mostly from music in which they specialize

ART SONGS

Chosen by Marian Anderson

*Schubert—*Der Tod und Das Madchen*
J. S. Bach—"Es Ist Vollbracht" from *St. John Passion*
Brahms—*Vier Ernste Gesänge*
Schubert—*Ave Maria*
Schubert—*Der Erlkonig*
Schumann—*Frauenliebe und Leben*
Richard Strauss—*Befreit*
Hugo Wolf—*Anakreons Grab*
Debussy—*La Chevelure*
J. S. Bach—*Magnificat*

VOCAL MUSIC

Chosen by Ezio Pinza

*Mozart Operatic Arias
Richard Strauss—Final scene from *Salome*
Bizet—*Carmen* (Excerpts)
Puccini—*La Boheme* (Selections)
Mary Martin Sings for You
Puccini—"In those soft, silken curtains" from *Manon Lescaut*
Bing Crosby Sings Cole Porter
Puccini—"Turandot's Aria", Act II from *Turandot*
Villa-Lobos—*Bachianas Brasileiras No. 5*
Rossini Overtures

(*Continued on page* 106)



DRAWING BY TONI DAVENPORT

What you should know

WHEN SHOULD YOU BUY TELEVISION?

The best time to buy a television set is the morning after your oldest child has seen his first television show. Experts consider this a timely and shrewd surrender to the inevitable, for the selling techniques of the very young are rough, relentless, and reliable when it comes to television.

But even if you have no tyrannical little ones to speed up your purchase, we still recommend right now as the time to buy, once you've decided that television is for you. If you've been hesitating, it is doubtless because you've heard it rumored that you'll soon be able to get a better set for less money, that the imminent perfection of color television will put all present sets out of date, that an impending something called UHF will radically change TV reception. But let's see how these rumors break down under scrutiny. For example:

Will prices go down and television sets improve? If television follows the pattern of every other product of our mass production economy, some day you will assuredly get better television sets at lower prices. But this is scarcely a valid reason for depriving yourself of television in the meantime.

No one can guarantee that prices of receivers won't go down in the next year. For this pioneer industry is constantly learning how to mass-produce television parts and mass-assemble them into sets at less cost—and hence at lower price to you. In the near future, these costs are expected to be got down almost as far as they can go. When this happens, prices should become stabilized for a while, then perhaps go up a bit.

As for improvements, certainly there will be improvements year after year—unless the industry goes to sleep on its feet, and there's no danger of that—but no revolutionary changes are anticipated which would make you rue your purchase.

You can wait to see how all these things are going to turn out before you buy, but you and yours will be missing a lot of television pleasure while you wait. Most television owners tell us that they wouldn't move so cautiously as to forego a year of such fun as Arthur Godfrey, Howdy Doody, Kukla, Fran, and Ollie, the Goldbergs, and Ed Wynn, or such good theater as *Studio One*, Robert Montgomery's show, and *Cameo Theater*, to say nothing of such provocative programs as *Meet the Press* and *The Author Meets the Critics*, and on-the-scene (*Continued on page* 117)

by Helen Little and Marion Gough

about television

In this fourteen-page section, you will find the most comprehensive gathering of television information ever offered to prospective buyers of TV. HOUSE BEAUTIFUL has canvassed the experts. Now here are the answers to those questions you've been asking about this new and rapidly growing influence in your life.

TO LEARN

- *How to buy television*
- *When to buy*
- *What to buy*
- *How to install television*
- *How TV makes rooms more useful*
- *How to get the greatest enjoyment from television*
- *What the big words mean*
- *How to make TV look at home*

READ ON

WHAT SHOULD YOU BUY?

You can buy any one of about 700 television models, made by over 100 manufacturers. This won't necessarily clarify the problem of what you *should* buy, but it's an encouraging indication that you stand a pretty good chance of finding a set somewhere which precisely meets your needs. And don't think that television isn't a highly personal affair, depending for its effectiveness on such variables as your taste, the location of your house, the kind of room you put it in.

Obviously, we cannot tell you offhand exactly the type or size of set you should have. But we can start you off shopping on the right foot by listing what we believe are the chief points to consider.

Your final choice will probably depend upon:

What you are willing to spend for television.

Your judgment of the set's technical quality.

The screen size you think you ought to have.

The kind of room in which you'll install your set.

Whether you want an instrument for television alone, or television in combination with radio or phonograph, or in combination with both.

We urge you to be thinking about things like this (we discuss them further on) rather than worrying about what you don't know about electronics. It's a good idea to know a few of the technicalities when you buy television, but you still don't have to be an electronics engineer to make a successful purchase. In general, your safest assurance of good technical performance comes when you patronize a reliable dealer and buy the product of a manufacturer with a familiar name. Many of the big manufacturers are companies who established their names and reputations years ago in the radio industry and know their electronics from way back. Many newer firms are making first-rate sets and first-rate names for themselves. Firms like these stand behind their goods, willing and eager to repair or replace their occasional failures, because they plan to stay in business for a long time to come.

Unhappily there are also wildcatters in the television industry, tricksters in for a quick killing. They are part of this young industry's growing pains and won't last long. But meantime they are tempting the unwary with attractively priced, aristocratically named sets which look like bargains, but (*Continued on page* 118)

Study the careful arrangement of this room to see how to keep the television set from taking over the living room when reading, conversation, and televiewing share the same quarters

Put television in its proper place



A TV set shouldn't hog the living room, yet it must be placed where its screen's "viewing arc" may be seen from most seats. Both these chairs need only a slight turn to see the show. Cabinet (see it closed opposite) is placed so radio and phonograph are on the less visible side.



This conversational grouping is at right angles to the TV screen, needs rearranging only when a TV show is on. Then the chair at the right should be turned to face the screen. Casters make this an easy operation. The large center hassock provides extra seats at correct viewing height.

PHOTOGRAPHS BY NOWELL WARD AND ASSOCIATES

A television set, even a generous-sized combination, needn't overpower the entire room. By placing this large cabinet off-center on the wall, its size is underplayed. At the same time it's located where it gives the best service and is seen by most viewers. A table lamp provides enough light for reading TV programs, but doesn't cast a glare on the screen.



The most ample seating accommodation is properly placed directly opposite the TV wall. Sofa holds three viewers, while the entire room seats an audience of nine comfortably. Lightweight armchair can be pulled around to face the screen, but the tables never need to be moved. Lamps are turned off to cut glare. Decoration by Wachsman Associates, Chicago.


Episodes in the saga of the Bensington boys

A cellar makes a gay entertainment center

You make a direct investment in comfort when you transform waste space in a basement into a place for televiewing, buffet dining, games, and relaxed conversation. Simplify the workings of your house by planning elbow room for each activity

PHOTOGRAPHS BY NOWELL WARD AND ASSOCIATES





Television addicts frown on people who walk in front of a set. See how well an arrangement near a corner avoids this unwanted traffic. Move chairs around the viewing arc to hem in the TV area.

When the Bensingers renovated their cellar, they turned the coal room into this delightful setting for cocktails. It faces the TV corner (above) but is far enough away so as not to interfere.

←

If you want to salvage the wasted space in your cellar for a gay informal room like this, make a point of practicality. Choose fabrics which can take a beating, colors which stay fresh. Walls here are sturdy, earthy brick and plaster. Basement windows were replaced with bottle glass. For a touch of good-natured zaniness the mural shows episodes in the saga of the owners. Marjorie Thorsch decorated the room for the B. E. Bensingers of Highland Park, Illinois.

THE CHARM OF

***The serious music that television brings into your home usually "looks" very good or very bad. Here are scenes from a thoroughly satisfying broadcast of Verdi's* La Traviata**

A group was gathered around my television set last winter to hear and see a world-renowned violinist perform. The voice of the announcer told us that the artist's plane had landed him in New York only a couple of hours earlier, that the accompanist was not with him, and that the program would have to be changed.

The worst happened. As the fiddler launched into the unaccompanied Bach *Chaconne*, we looked at each other with mild amazement. Never had we heard an artist of repute play so pitiably. Out of deference to his reputation and the unfortunate circumstances under which he had to appear, I turned off the sound and kept only the image. The effect was startling. All the skill and experience of a master violinist were clearly there before us in the sweeping bow, the con-



VIOLETTA: *"Never sorrowful, never weary,*
Always happy, all my life."



GERMONT: *"Do not break my daughter's heart.*
By keeping my son here with you."

These photographs are from a television performance of Verdi's opera, *La Traviata*, over CBS-TV. Sung in English and imaginatively presented and directed by Henry Souvaine, it was applauded by critics and TV audiences alike. Violetta was sung by Elaine Malbin, Alfredo by Brooks McCormack, and Giorgio Germont by Lawrence Tibbett.

MUSIC SEEN

by Henry W. Simon

Henry Simon is the author of a *Treasury of Grand Opera* and *Pocket-book of Great Operas*. About a year ago he acquired a television set. Result: this article.

fident grasping of chords, the calm assurance as the familiar piece went on from variation to variation. Only when I tentatively switched the volume knob to the right could we believe that this was not a good performance. Actually, it sounded better when we did not hear it.

Fascinated by this experience, I tried the same thing later in the evening with a crooner. This time the result was really funny. I have always been mildly irritated by the palpably forced sentimental gestures and facial expressions of the average crooner "putting over" a ballad with a poor apology for a voice. But to see those pleading parallel arms pumping away, those fluttering eyes, that lugubrious teeth-baring without benefit of any voice at all is a richly comic experience. It is twice as (*Continued on page* 97)



VIOLETTA: *"All those I love on earth*
Are here to say farewell."



VIOLETTA: (to Alfredo) *"Some day your heart will know*
How I love you.
How I love you still,
I always will."



PHOTOGRAPH BY ABBE

Does television cause Eyestrain?

The answer is emphatically NO. Watching television—for children or grownups—is no more harmful than reading, movies, or driving a car. Here a doctor gives you ten rules for the best viewing conditions

by Dr. Milton Berliner

Author of *Biomicroscopy of the Eye*, Dr. Berliner is Consultant Ophthalmologist of New York Eye and Ear Infirmary and a member of the faculty of Cornell Medical College.

Anxious parents come to the office of eye doctors throughout the country wanting to know if they should allow their children to watch television. They want to know if it is dangerous to eyesight. They want to know how long they may safely watch programs without eyestrain and under what conditions. They follow a common pattern. Every new invention has caused the timid to fear a danger in what is really a forward step.

The answer is that television is no more harmful to the eyes than are movies, reading, sewing, or driving a car. The same rules and precautions that are recommended for the prevention of eyestrain and fatigue generally are applicable to anyone who is watching television.

Broadly, the problem can best be understood by consideration of the two factors involved: first, the eyes of the observer and, second, the modern television screen itself.

To look at television does not produce defects or diseases of the eye. However, like reading, it can, under improper conditions, induce eye fatigue. Yet, even in cases of chronic fatigue we have no positive scientific data to prove that eyestrain produces permanent damage to eyesight. Usually, the mind will tire sooner than the eye. This is one safety valve or mechanism like pain which nature provides to protect vital organs.

Eye fatigue from any cause may result in a series of uncomfortable symptoms—headaches, pain within the eyes, inability to hold a clear focus. When it is severe it can bring about tearing, twitching, redness, and sties of the eyelids. In actual practice we find (*Continued on page* 112)



PHOTOGRAPHS BY WILLIAM HOWLAND

For comfortable, casual television enjoyment, you should be able to transform a room quickly and easily into a miniature theater—and just as easily put it back to normal. Mobile furniture, like these fireside lounge chairs with the rubber-tired casters, does a smooth about-face in this music-reading-playroom by decorator William Pahlmann. Edward D. Stone was the architect.

How to enjoy television

To reap the rich rewards of television, you
t see and hear it on a consistently
ell-behaved, dependable set. Here's how to get it

There's practically nothing, from hassocks to housecoats, which hasn't been specially designed to help you luxuriate in the new-found pleasures of television. But all the cozy swivel chairs and/or lounging pajamas in the world won't make television enjoyable to you if your receiver doesn't operate the way it's supposed to. And it is just as well to face the fact now that the finest receiver you can buy may behave like a prima donna unless it is painstakingly installed and properly handled by young and old alike from that day forward.

Accordingly, there are three simple, solid, and dependable rules which can make your life with a television set a rewarding experience. They take precedence over other and fancier rules. They are:

1. Get an expert installation.
2. Have access to a good and understanding serviceman.
3. Read and treasure that little book which goes with your set. The manufacturer planned it for you in your language, to be your TV handbook.

(Continued on next page)

How to enjoy television

(continued)

When you buy your set, you may also buy a "warranty." This is the industry's name for a contract which guarantees repair and replacement of parts, and it is generally a soothing reassurance to have in case your new set appears in any way unstable. The most frequently used warranty is one which guarantees the picture tube for three months and the rest of the set for a year. This seems to be a fair arrangement, for if the tube (the most expensive part of the set) should be defective, its defects will show up in less than three months of use. And if the rest of the set behaves well for a year, it will probably last a long time with only occasional minor adjustments. The contract may be made between you and the manufacturer, or between you and the retailer.

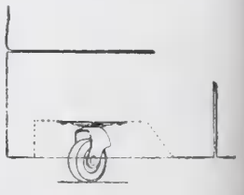
A competent television installation may cost you up to $100—probably a good deal less, in rare instances a little more, depending on where you live and the stations you want to get.

(*Continued on page* 84)





These mobile TV chairs have recessed casters.



You don't have to forgo solid comfort in order to have easily moved chairs for television. Surprisingly, these two thoroughly upholstered chairs move at the touch of a finger. Sketch shows their concealed, free-wheeling casters. Furniture by Kittinger Furniture Co. Wallpaper by Katzenbach & Warren.

FOUR PHOTOGRAPHS BY WILLIAM HOWLAND

Decorator John Gerald created this television niche out of the line of traffic by breaking through the wall into a closet. Built-in cabinets house bar, books, records. Cabinet for TV-radio set has removable base molding, so set rolls out for repairs. Sofa turns on wheels.







TWO PHOTOGRAPHS BY WILLIAM ROWLAND

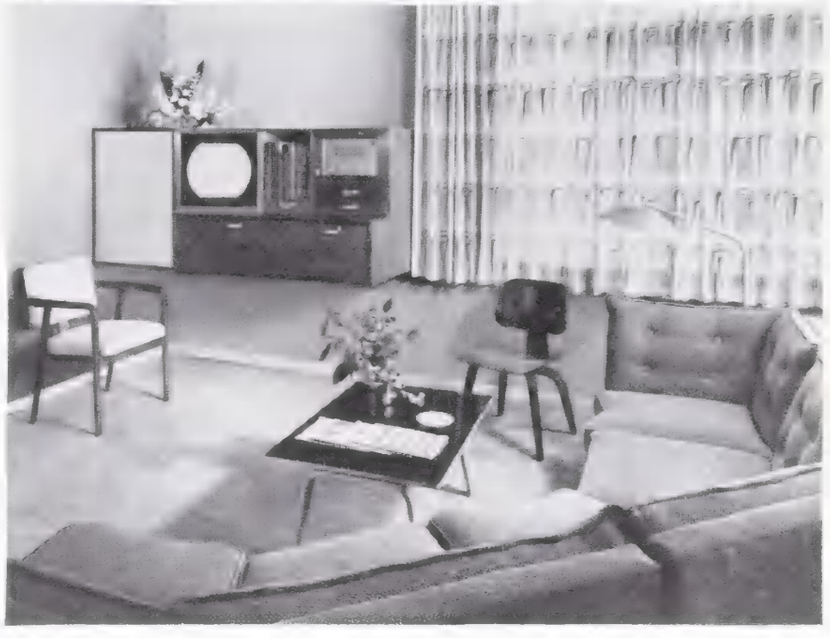


Workable, unobtrusive TV arrangement here was plotted by decorator Raymond Toucher. The set was built in as part of a book wall, giving television a pleasant casualness. When not in use, it's concealed behind curtained grilles. All that's needed for viewing is to reverse the two light armchairs and open the bookcase.



This custom-installation wisely put the TV set in a corner—a most desirable location if you can manage it, because here there is no room traffic to get between view and viewers. The circular sectional sofa not only gives all seats a good view, but in effect partitions the TV area from the rest of the living room.

TWO PHOTOGRAPHS BY NOWELL WARD AND ASSOCIATES



PH BY BILL JACKSON



A two-section corner sofa like this by Stand-Built Upholstery Corp. does an elegant job of reserving one section of a large living room for television. It's accompanied by plenty of convenient tables for smoking or refreshments in the television twilight. Ronson table lighter. Shown at Abraham and Straus, Brooklyn, N.Y.

How to enjoy television

(continued)

You will do well not to quibble over the cost, though, for television enjoyment begins with the installation. And it is a problem for the experts. A talented amateur may plug in the most complex radio unit and make it do a job. But it usually takes a talented professional to install a television set if you want to get anything but hash.

Take the pro's word for what you need by way of installation. The first word he will probably utter is "antenna." And your reaction will undoubtedly be, "Oh, no, not *that!*" because you'll be thinking of what you've seen on other people's roofs. But keep your head about this.

You will certainly have to have an antenna, which is actually the trap which captures the electro-magnetic waves of the television picture and funnels them into your receiver. And in the main, the higher your antenna, the better your reception and the more stations you will receive. If your home is in a hollow, it will need a higher antenna than if it were on an elevation. Nevertheless, it is possible in some installations, that you may not need that complicated piece of geometry on *your* roof.

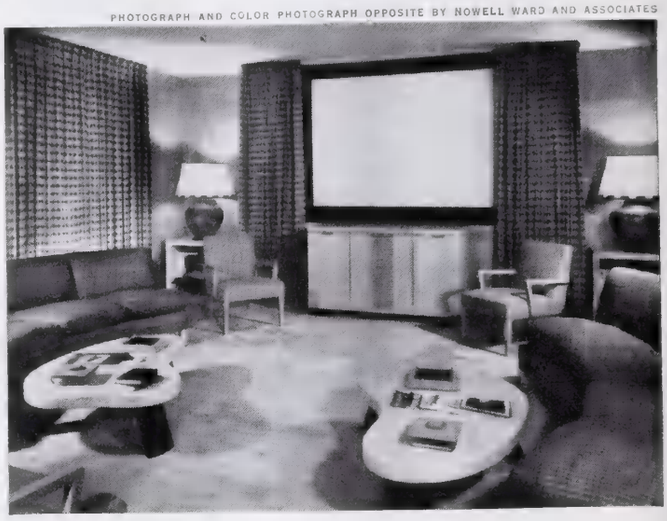
For there are, in general, three kinds of antennas. The newest type is actually built into the TV set itself. This does away with the necessity for an exposed antenna inside your room or on the roof of the house. Mind you, the manufacturers of sets with built-in antennas do not claim that they will function perfectly everywhere. They say that built-ins will work in about 80 per cent of the homes which are within fairly close range of television stations. You may be one of the lucky ones.

There is also such a thing as an "inside antenna." This does not mean a built-in antenna, but one which may be set up inside the house. It may be hidden in a lamp base, a table leg, or placed under the carpet or behind a picture. Or it may be fastened outside a window with a lead-in to your television set. Some experts say these inside antennas work better if you don't try to disguise them. You can set them on a table or on the television set itself, so that you can easily shift their position in order to get the channel you want.

The objection to them is that their naked Y-shape looks stark and unfamiliar in the living room. But after all, we learned to tolerate the morning-glory horn, the steam radiator, and other peculiar shapes which science forced on us along with its benefits, so we'll probably accept the inside antenna, too, once it has ceased to be a stranger. We'd better, for it can make the difference between television and no television in places where built-in antennas won't work and roof antennas are vetoed by landlords or other immovable obstacles.

But a custom-built roof antenna may be your best bet, after all. It certainly will be if you live in a "fringe area"—that is, anywhere from 30 to 60 miles from the TV stations you'd like to get—or if you live closer than this but in a steel building, or hemmed in by (*Continued on page* 121)

PHOTOGRAPH AND COLOR PHOTOGRAPH OPPOSITE BY NOWELL WARD AND ASSOCIATES



How architect-designers decorate with television

Above and opposite you see a handsome living room in the home of Mr. and Mrs. Ralph Stolkin of Highland Park, Ill., designed by Samuel A. Marx, Noel L. Flint, and Charles W. Schonne, architects. Virtually a little theater, this combines the functions of television viewing, music listening, and motion-picture showing. It seems to take its semicircular feeling from the arc-shape of the television's screen itself. Semicircular sectional sofas are easily arranged for viewing. Draw curtains conceal movie screen, hung on wall.

PHOTOGRAPH AND COLOR PHOTOGRAPH OPPOSITE BY WILLIAM HOWLAND



How another designer keeps TV seating mobile

Decorator William Pahlmann concentrated on the mobility of the seating pieces when he designed this television-living room in the New York apartment of Thyra Samter Winslow. Encased in a custom-designed cabinet, the TV set is always casually visual to those seated on the facing love seats. But a masterfully engineered threesome of hanging cabinets not only solved the record-album storage problem but provided trim, out-of-the-way parking space for three lightweight stools, easily moved about whenever extra television seating is required.





They are fast and easy to grow from seed, sure to bloom for months. They thrive in any soil, resist heat and drought like desert veterans, and bloom in a rainbow of colors



Most people know the familiar giant-flowered zinnia. But the four kinds above merit as wide use: scabiosa-flowered and linearis (top), mexicana and fantasy.

PHOTOGRAPHS BY MAYNARD PARKER



Zinnias are stylish and long-lasting indoors, yet sturdy enough outdoors to thrive beside off-street parking areas, driveways, busy paths. Arrangement — Virginia Neilson.

I couldn't garden without zinnias

by Dr. Joseph E. Howland

House Beautiful's Garden Editor

That's true. Zinnias always come to my rescue when I have a garden problem. When I need a certain color, I turn to zinnias. They come in all shades of the rainbow—not just the burnt orange and gaudy red most people associate with them. Or, if I need an edging plant that stays less than 12 inches high, I grow zinnias. If I need a husky plant that gets a yard high, zinnias fill the bill.

I can have small flowers or large flowers. I can have small leaves or large leaves. If flower textures are my problem I can choose delicate silky petals or coarse, tweedy petals. And I can count on getting flowers, lots of them, from July until frost. The more flowers I cut for use indoors (they are long-lasting cut flowers), the more the plants bloom.

Seems that such wonder-plants should be expensive and hard to grow. But they're not. You start them from a packet of seeds each year. Seedlings grow fast in sunny, warm weather. You can expect the first blooms in ten weeks. That's about all there is to it.

Troubles are rare. When crowded, zinnias sometimes get mildew-like white "powder" on their leaves. But when plants are properly spaced, they get enough air circulation around them to keep them healthy. A wise rule: Space plants a distance equal to their expected ultimate height. They bloom most freely this way too.

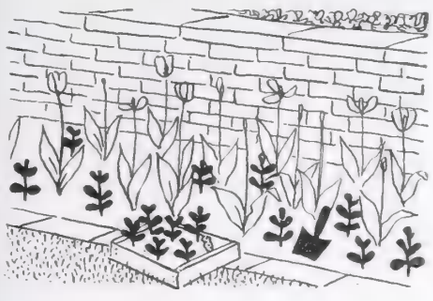
You seldom see any insects. Sometimes a few stray bugs move in when eating elsewhere gets slim, but an occasional whoosh with any all-purpose garden dust quickly kills the intruders. Zinnias have big, thin leaves, held away from each other. So insects have no place to hide when you apply the lethal bug dust.

Drought tolerance is among the best. The big leaves make you think zinnias would suffer—and the leaves do look limp on the hottest days, but the plants can stick it out. You'll get a lot more growth and far more flowers if you do water, of course. But you can go away for a two-week vacation, confident your zinnias will survive until you return and revive them for a full display of fall color. If you want them to fend for themselves longer, mulch the soil with peat or vermiculite before you go away.

Hints from my garden notebook: 1. Get the right size. Zinnias are rapid, vigorous growers. You just can't hope to keep them down, so plant the right size in the beginning.

2. Buy good seed. Insist on the best strains. Zinnias are prolific seed producers, and no (*Continued on page* 137)

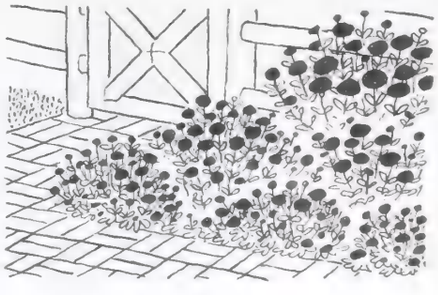
SKETCHES BY JOHN BRIMER



Set zinnia seedlings among your tulips in late May. By late June, when the tulip leaves turn yellow and are ready to be cut off, your zinnias will be big enough to quickly fill the space with color.



Fill between past-bloom perennials with zinnia seedlings for summer and fall bloom. Out-of-bloom perennials must be kept rather dry, a soil condition which won't handicap zinnias. They bloom freely.



Zinnias offer a considerable height range to choose from: linearis—10 inches; cupid, lilliput, and mexicana—12 to 15 inches; navajo and cut-and-come-again—18 inches; plus the many 24- to 36-inch kinds.

A garden pool keeps you Cool

In the sweltering days still to come the evaporation from an inexpensive pool will make you more comfortable by cooling the air in your garden

HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

Don't be too quick to write off a garden pool as an expensive plaything for gadgety gardeners. It's not expensive. It's not just useless ornamentation. Actually, a pool is a practical Climate Control device that cools the air in your garden by evaporation. So think of it in terms of summer comfort.

Building a pool is not a major operation. You can do it easily in a day's time. Depth of water is unimportant—two inches is enough. You don't have to go below ground at all. So there's no winter frost problem. Take your choice of materials. Concrete is easy to work, but wood, metal, brick, or stone serve equally well.

If you add a fountain or waterfall, your garden pool does a more subtle job than cooling the air. Falling water is a sound conditioner. It can mask out unpleasant sounds that originate outside your yard. You achieve this by regulating the amount of water and the distance it falls, so that the sound is slightly more audible than the noise of traffic or near-by industry. You get privacy from noise, which means your garden is more restful and relaxing. So don't put off enjoying a garden pool in your yard.

JACK GIBSON, LANDSCAPE ARCHITECT



Brick-edged, shallow concrete pool has a glass-topped fountain that started life as a flat baking dish. A pool like this takes up a space only four-feet square, complete with its small planting bed and wall. But it creates a real pocket of cool air for adjacent patio.



Here's an evaporation pool all above ground—a six-inch slab of rein forced concrete that holds two inches of water. You can make "fountain" like this from sheet copper bent to form a shallow bo Cooling water escapes from slit where the sheets fold togethe

RIVERSIDE (CALIFORNIA) GARDEN SHOW

PHOTOGRAPH BY MAYNARD PARKER

Small pool, short waterfall, small volume of water makes a highly effective air cooler. Pool is made from sheet metal, plus bricks laid up without mortar. Rivulets of water cascade over sheet of corrugated, translucent glass. Small electric pump recirculates water.

THREE POOLS DESIGNED BY OSMUNDSON & STALEY, LANDSCAPE ARCHITECTS



Concrete pool, 12 inches deep to allow depth for growing waterlily. Upright redwood plank contains water pipe, also conceals overflow pipe from pool to sewer. Water pressure is regulated so water just bubbles out of upright pipe, then falls from small copper spreader.



This brick and concrete pool, again deep enough for waterlilies, is stylish enough to border any terrace. Its cooling efficiency is further stepped up by a fountain—a copper box that squirts water from its under side. Note the tailor-made planting areas around the pool.



Fragrance—

is it a lost art in gardening

Have we forgotten to include fragrance in modern gardens? I think many of us have. Today most of us garden for the eye alone. We worry too much about getting the biggest, brightest, most double flowers. Or we get so involved in trying for dramatic lines and a sophistication in ground pattern we don't think about how our garden will smell. We overlook the ways grandmother used to bring fragrance to her garden. She grew some flowers just because "they make it smell like a garden." She understood the necessity of fragrance for fullest enjoyment of a garden, both immediate and in memory—"fragrance we remember, color soon fades from memory."

Grandmother had a showy garden (even gaudy by our standards), but she didn't hesitate to grow a patch of nicotiana, not showy at all but wonderfully scented. Her honeysuckle vine sometimes got out of hand and looked messy in its tangle. Her Sweetshrub wasn't bold and handsome, and her lilacs weren't the smartly styled versions we enjoy today. Her apple tree did litter the lawn below during the "June drop" and again at harvest. But what of it? These plants were for fragrance—not for show. Her garden always smelled good—always smelled like a garden.

She also realized that floral fragrance was not enough. She knew how to take advantage of leaf odors in her garden designing. She may have gone astray, design-wise, in building "knot gardens" for her spicy-leaved herbs, but she was on the right track in wanting the leaf odors. Modern gardens seldom include herbs unless the cook is a gourmet or the bar enjoys a reputation for home-grown mint. Yet sweet-smelling herbs are a sure way to make a garden a more enjoyable, luxurious place to relax.

So why let your concern be so all-out for the showy visual effects? Why not include (*Continued on page* 137)

Try the Hawaiian way of cooling a heat wave

When the temperature's up, follow these seven thirst-quenching formulas from the famous Royal Hawaiian Hotel of Waikiki Beach. They're favorites of people who live in year-round warm weather

Honolulu Punch

1 jigger light rum
½ jigger pineapple juice
½ jigger lemon juice
1 teaspoon sugar
½ slice pineapple

To these ingredients add a 10-oz. glass of shaved ice and mix all in an electric blender. Serve in 14-oz. chimney or zombie glass with straws.

Sweet Leilani

1 jigger light rum
½ jigger Cointreau
½ jigger lemon juice
½ jigger apple jack brandy
White of egg

Mix all ingredients, except egg white. Shake well together with shaved ice. Strain and pour into a glass, topping with egg white whipped to a stiff froth and flavored with a dash of Cointreau. Add a sprig of mint powdered with sugar.

Singapore Sling

1 jigger gin
1 dash grenadine syrup
1 jigger lemon juice
Cherry Heering liqueur

One at a time, pour all ingredients but cherry brandy into a 10-oz. glass full of shaved ice. Stir slightly. Float Cherry Heering on top, pouring very slowly over a spoon.

Royal Hawaiian Cocktail

⅓ jigger lemon juice
1 jigger pineapple juice
1 jigger gin
1 teaspoon orgeat syrup

Shake well with shaved ice, and strain into cold champagne glass.

Daiquiri

1 jigger Bacardi rum (light)
Juice of ½ lime
1 teaspoon bar sugar

Shake well with finely shaved ice. Strain into cold cocktail glasses.

Frozen Daiquiri

Juice of ½ lime
1 teaspoon bar sugar
1 jigger Bacardi rum (light)

Shake vigorously with lots of finely shaved ice. Pour mixture onto a mound of shaved ice in a champagne glass. Serve with straws.

Planter's Punch

1 jigger Lemon Hart 86 or Myers's rum (dark)
½ jigger lemon juice
1 dash Angostura bitters
1 teaspoon grenadine syrup

One at a time, pour ingredients into a 10-oz. glass full of shaved ice, and stir mixture slightly.

PHOTOGRAPHED BY THOMAS YEE



HOUSE BEAUTIFUL'S CLIMATE CONTROL PROJECT

There's a Gold Mine under your house

In two-thirds of the United States an undeveloped treasure lies in the ground under our houses. Harnessed, it can increase your comfort in winter and summer

Our tendency to consider the basement a thing of the past should be re-examined in the light of new information gathered in House Beautiful's Climate Control Project. These surprising new facts show that some of us should redesign our basements to create a new kind of room. The Editors.

by Wolfgang Langewiesche

So you think a basement is old-fashioned? Well, yes. If all you have in mind is a place to put your furnace and a place to store assorted junk. Those jobs can be done better nowadays, some place else than in a dark, damp hole in the ground.

But that space under your house can be a gold mine of comfort. It can keep you cool in summer, warm in winter. Here is why.

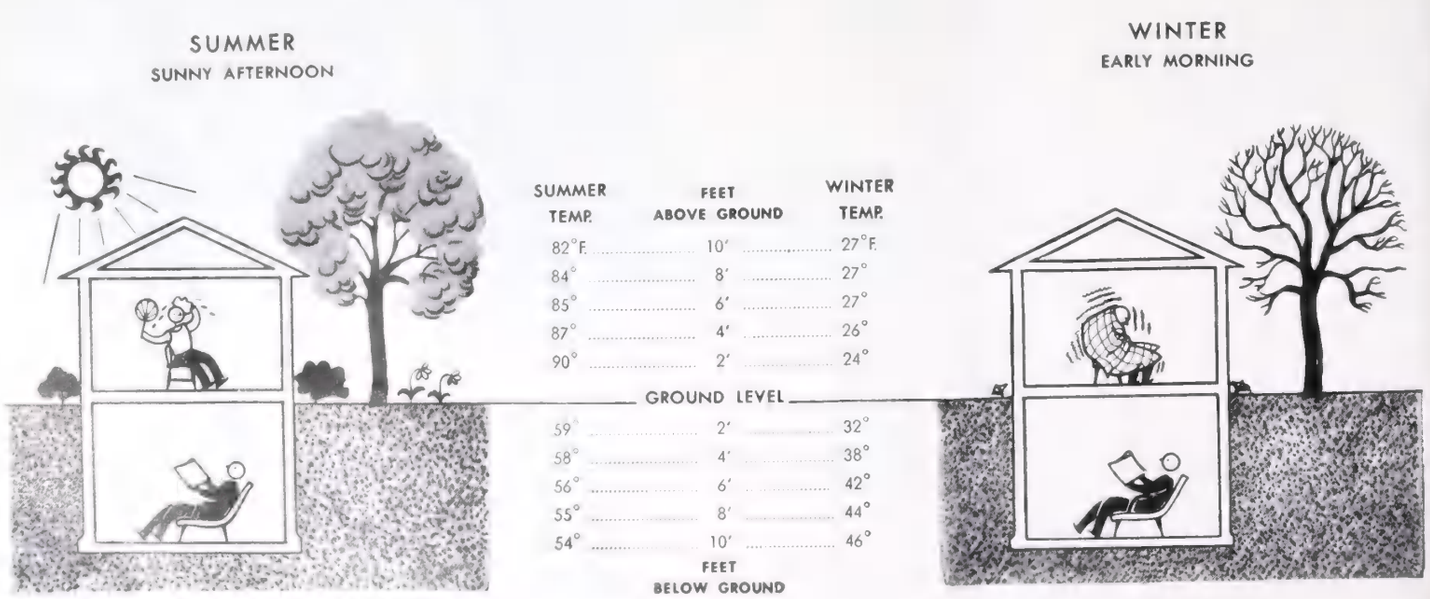
A few feet under the ground there is no summer and no winter. Fifteen feet down, the temperature is practically the same the year 'round. Even six feet down, the seasons have lost most of their force. We ought to use that fact. We could make our earth soften the punishment we get from our sky.

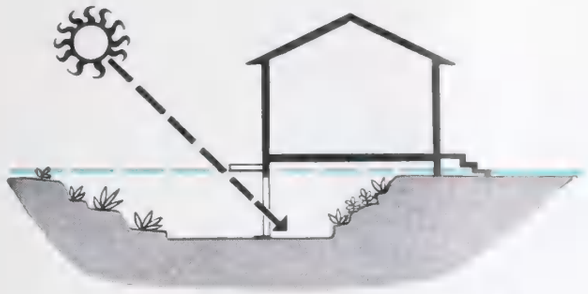
This punishment is pretty fierce in most regions of the U. S. Our summers are hot—hotter than those of the tropics. Our winters are cold—in some states colder than the famous Russian winter. In many parts of the U.S., you simply cannot design a house that is completely right both for summer and for winter!

But all the time, only a few feet below you, there is no summer and no winter. Your dog knows that. When the heat waves start squeezing, *you* want to pack up and go 600 miles north. *He* simply digs himself six inches down into your flower bed.

It may be that the American house needs, not less basement, but more basement—more sophisticated basement. It may be that we ought to sink some of (*Continued on page* 94)

SEE HOW UNDERGROUND TEMPERATURES SMOOTH OUT CLIMATIC EXTREMES

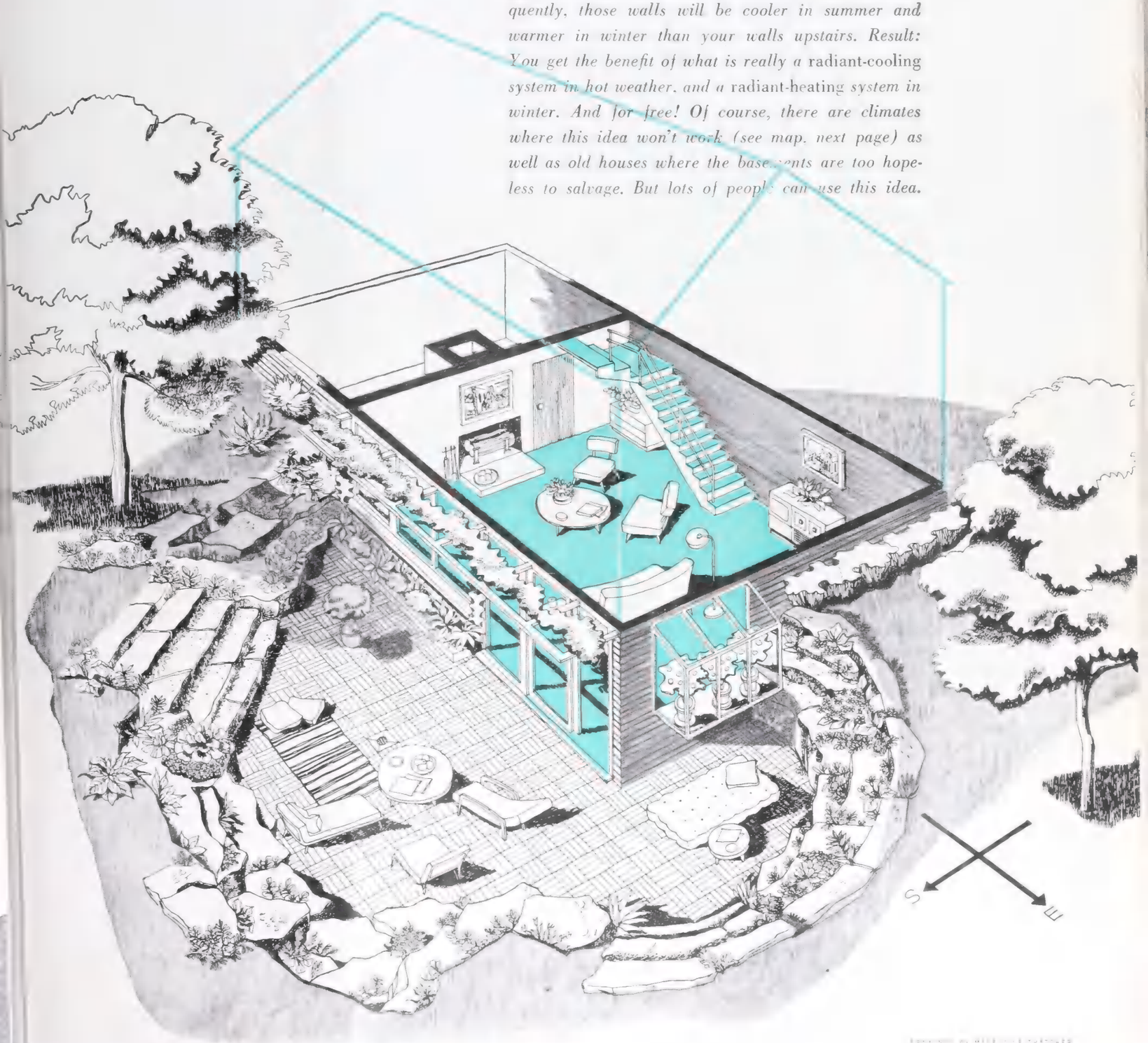




Underground rooms can have plenty of sun and still be primarily underground to benefit from the corrective effect of ground temperatures. Use the same solar-heating principles that you would use upstairs—illustrated above.

How to turn a basement into a comfortable, sunken living room

To be livable, a basement must obviously have sun and cheerfulness. This can be achieved without too much redesigning. It's very easy if your house is on sloping land. All you do is replace one masonry wall with glass. If your lot is flat, make an excavation outside your basement—to use as a sunken terrace and rock garden—thus creating a pleasant outlook for the sunken living room. Even with one wall out of the ground, you still have three walls surrounded by earth. Consequently, those walls will be cooler in summer and warmer in winter than your walls upstairs. Result: You get the benefit of what is really a radiant-cooling *system in hot weather, and a* radiant-heating *system in winter. And for free! Of course, there are climates where this idea won't work (see map, next page) as well as old houses where the basements are too hopeless to salvage. But lots of people can use this idea.*



Find where you live on this map to learn whether this article applies to you



This map is based on scientific interpretation of regional ground temperatures made by Dr. Paul Siple, House Beautiful's chief climatologist, whose idea it was that ground temperatures could be used to soften the sharp edges of seasonal extremes.

It shows where the underground can be harnessed to keep you cool in summer and warm in winter

Area of greatest advantage. The southwestern end of this zone has less summer benefit because it is drier. Also, yearly temperature extremes are not so great. Northern portions of this zone, with cool summers, would need to use sun's heat to take summertime chill off a sunken living room, but wintertime benefits would be very positive.

This area has both summer and winter advantages. But due to high relative humidities, a sunken room in this zone would require some mechanical air-drying to prevent condensation on walls, floors, etc. It is in this zone that complete, or partial, air conditioning would be most economical, and within the range of most people.

Area where underground living offers minor advantages—for the following reasons: because climate above ground is pleasant and without great extremes, or because the underground temperatures are not different enough to correct the above-ground climate, or because of the complications of extreme humidities.

There's a Gold Mine under your house (continued)

our living quarters into the ground. So says Dr. Paul A. Siple, HOUSE BEAUTIFUL's chief expert on climatology.

It sounds kind of radical. But Siple is not just another Ph.D. with an idea. He is Geographer for the Army. He specializes in the housing and clothing of men in all sorts of climates—jungles, deserts, arctic. So, as you read this, you are indirectly listening to the world's number-one expert on how to keep the cold out, beat the heat, and keep your powder dry.

"I don't care," you say. "Live underground? Horrors! Who wants to live in a dungeon? I want sunshine and big windows and a view. Besides, basements always have that musty smell. Basements are damp. Some are outright wet. It makes no sense."

Well, Siple can answer you, point by point. It will pay you to listen to him. He might give you an entirely new perspective on your future house, or how to get more use out of your present one.

First of all, he says, let's not call it a "basement." A "basement" is dirty and dark. It is a hangover from the days when furnaces were dirty. Think of it as a *sunken living room*, a *sunken bedroom*. Such a room need not be a dungeon. It can be attractive. You can have light—even direct sunlight. You can even have a view! And you can keep those advantageous underground temperatures: cool in summer and warm in winter. On page 93, we show you one of the many possible designs for a sunken living room that's cheerful.

Now about that smell. Siple says: "Forget it." A basement smells musty only if it is damp and *because* it is damp. What happens is this: When a wall or a floor is damp and the weather is warm at the same time, small organisms start growing—spores and molds, similar to the mold that grows on bread. These give off that smell. Well, you wouldn't want to live in a room with damp walls even if it did not smell! So you are really dealing not with two problems—smell and dampness—but only with one: dampness.

This *is* a problem. No two ways about it. But it's one that can be solved. (*Continued on page* 133)

Don't Make This Mistake!



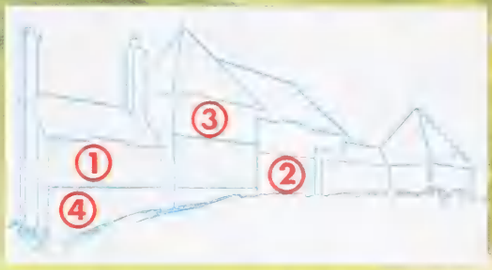
RESIDENCE OF MR. and MRS. WAYNE FISH
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One thermostat wasn't enough!

THE original builders of this lovely home spared no expense on the furnishings and equipment. But it seemed impossible to heat comfortably. When the living and dining rooms were just right, the recreation room was too cold. The bedrooms never got enough heat. When the temperature setting was raised to make the rest of the house comfortable, the living room was too hot. Honeywell Control engineers were consulted—found the answer.

To provide real comfort, a home of this type should have four heating zones, each controlled by a thermostat—one in the Living Room area, one in the Dining-Service area, one in the Sleeping Rooms area and one in the Recreation area. When this is done at the time of building the cost is nominal. And the small extra expense will be repaid many times in greater comfort and in fuel economy.

Before you build, consult your architect, heating contractor or engineer about the proper location of controls and control areas. An interesting booklet, "10 Ways to Heat Your New Home," tells more about the advantages of Zone Heating Control. Send for a copy today.



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2. In the Dining-Service Area
3. In the Sleeping Rooms Area
4. In the Recreation Area



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THE CHARM OF MUSIC SEEN

CONTINUED FROM PAGE 79

unny when you know the words of he ballad you are not hearing.

Such experiences almost make one believe those who say that it s better to hear music on the adio than to see the performers ither in a concert hall, in the pera house, or on television. I till don't believe it. You will no-ice that those who argue for hear-ng-without-seeing are the very nes who will talk throughout nost of the best radio or phono-raph performances. It isn't that hey have no respect or liking for he music that they are so insulting. t is simply that it is difficult to oncentrate on music when your yes have nothing relevant to vatch. To the unprofessionally rained ear, music does not pre-ent enough challenge; the alert ind finds it difficult to concen-rate completely, and the eye en-ourages it to wander. That is why is better to hear (and see) a reat artist from the remotest seat f a concert hall with poor acous-ics than it is to hear him on the est phonograph or radio.

But the fact remains that music-naking is usually not very photo-enic. Television directors have ibored hard and earnestly (though ot very imaginatively). So far ey have not much to show for eir labors.

Take a recent Firestone program. One orchestral number was the Coronation March" from Meyer-eer's *Le Prophète*. It was intro-uced with a shot of Howard Bar-w, the conductor, seen through a ut-out of a coronet. (Coronet—oronation . . . Get it?) Then there as a close-up of the trumpets as ey played the opening fanfare. hen a shot of the first fiddles play-g the principal theme, back again the trumpets, then the trom-nes, then, for variety, a single ddler, then the timpani, and ery once in a while a close-up Mr. Barlow. Mr. Barlow beats ne very competently and looks ery inch a conductor, but it is a tle disconcerting to see him ough you can't hear it) earnest-saying what looks like *Bahm-hm-bahm-bahm* as he beats one-o-three-four.

I don't know what the answer is. t somehow all that musical talent ght to be made to *look* better. rhaps one should eliminate the se-ups of the players sweating I view the conductor only from back, where you see him in the cert hall. There would be less variety, but it wouldn't be quite so silly.

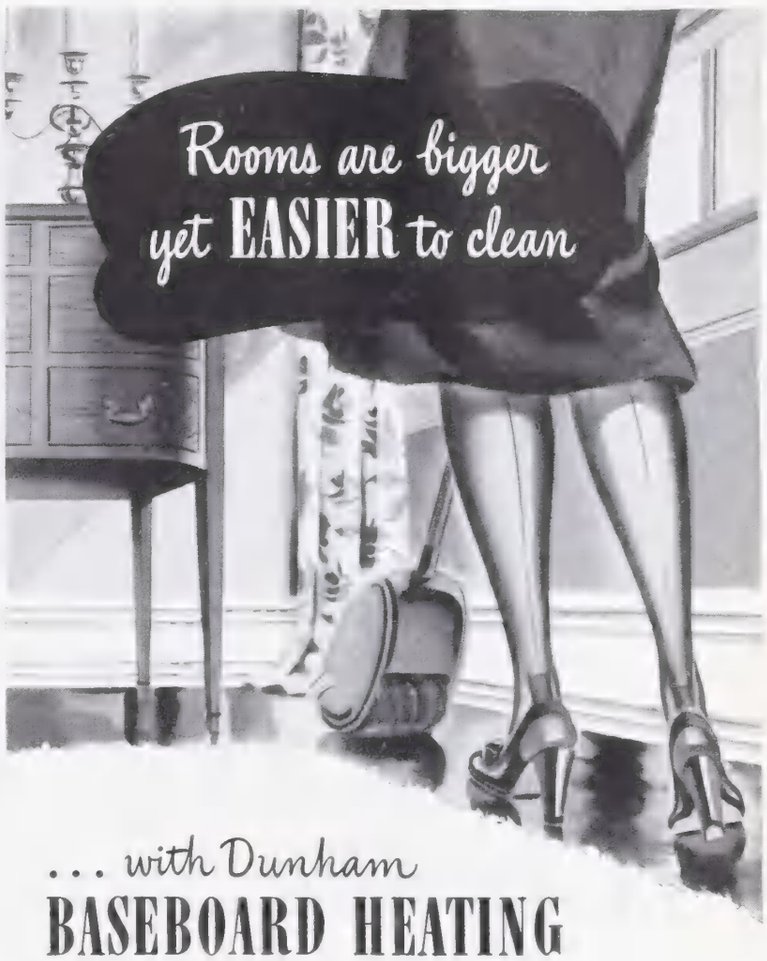
Following the "Coronation March" came Miss Eleanor Steber singing Noel Coward's "I'll See You Again" from the deck of a ship. Now, Miss Steber is certainly one of the very handsomest of working sopranos—but to let us see her working, close-up, the lower quivering jaw as she produced the long, vibrating notes, and to admit her conventional grand-operatic gestures into a small living room was (let us be charitable) a mistake.

Yet, oddly enough, it is in the operatic television programs that the most satisfactory progress has been made. I say "oddly" because your hearing-not-seeing school of music lovers picks on opera as its favorite *bête noire*. Even though opera is designed to be seen as well as heard, many otherwise fine and estimable people think exactly the opposite. "Those operatic gestures," they say, "those fat sopranos and tiny tenors! How they spoil the illusion! No, give me just the music any day."

I wish all those people could have seen (and heard) CBS's excellent presentation of *La Traviata* last March. Here the singing actors (Elaine Malbin, Brooks McCormack, and Lawrence Tibbett) all looked their parts beautifully and —even more important—had been coached by Herbert Graf to act not for the vast spaces of the Met, but for the intimate dimensions of an average drawing room. Thus, Violetta's party became a heady little get-together, while her farewell to Alfredo in the second act was irresistibly moving. The entire fine performance was produced by Henry Souvaine, who also produces the radio broadcasts from the Met Saturday afternoons and who knows his way around opera.

CBS had learned a great deal since the month before when their first operatic venture was a *Carmen* done in French. However fetching Gladys Swarthout looked, you couldn't get very excited by her arguments with Don José (Robert Rounseville) when you saw only their faces in close-ups not ten feet away, using a language that most listeners could understand only fractionally. Opera suddenly takes on the intense dramatic dimension it was always intended to have when you get every nuance of the language as well as the music. I

(*Continued on next page*)



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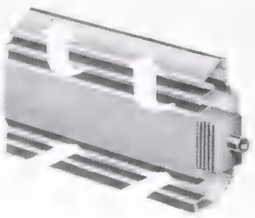
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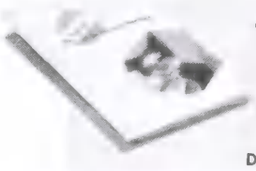
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THE CHARM OF MUSIC SEEN

CONTINUED FROM PRECEDING PAGE

think opera on television should be given in English.

NBC, in its program of operas, has known this all along, and it has carried on a whole series of experiments, ranging from a disastrously misdirected performance of Johann Strauss's *The Bat* to some highly promising jobs with *Madama Butterfly* and *The Tales of Hoffman*, and the charming presentation of Kurt Weill's short folk opera *Down in the Valley*. I have seen only what has been done on the East coast, but on the West coast it was a series of 49 consecutive weekly operatic broadcasts over the independent Los Angeles station KFI-TV that won Vladimir Rosing the 1949 award "for the outstanding musical program of local origination" given by the Southern California Association for Better Radio and Television. Forty-nine consecutive performances—and good enough to win an award! The East has something to catch up to.

Clearly, opera is the best vehicle for music on television. It is the only form of serious music originally designed to be seen as well as heard. Not that most of the standard operas are well-designed for so intimate a medium as television. Can you imagine the grand triumphal scene from *Aïda* on a ten-inch screen? If the short, intimate type of opera that television must use can become as successful as it gives every evidence of being, we must develop the composers and directors for it. There are a number of highly skilled men now making a living writing special scores for single radio programs. Why not turn them to writing scores for television operas? It may becom a new and peculiarly America form of art.

As for the non-storytelling typ of music, at the moment, I can se no way of making it both visuall enthralling and tasteful. Whe Toscanini conducts, his beautifu and expressive face alone is enoug to carry the visual appeal of th program, but there is no othe conductor with that equipmen And if the boys should try to giv us visual "interpretations" of th music, can you imagine what woul happen? An emaciated figure rol ing on his bed to accompany Rich ard Strauss's "Death and Tran figuration" (with the gates heaven opening amid vitascope clouds for the transfiguration); a gaunt hand emerging from white sleeve to symbolize fat knocking at the door during Bee thoven's Fifth. Spare us that!

However, it is not beyond th realm of possibility that shortly really imaginative television direc tor will be able to show us ho to make a concert visually, as we as orally, interesting. Is it possibl that abstract designs and form can be used?

At present, I think the pleasu of seeing music via television li in two directions. First, making th presentation of straight orchestr music simpler than it now is; th is, letting the home audience s it as the concert-hall audience do without wandering in and o among the valves of the trombon and glancing impudently up t conductor's nostrils. And, secon developing the techniques and t literature of intimate opera so th it will become a highly individu and wonderful art form itself.

HOW TO PLAN A MUSICAL MENU

CONTINUED FROM PAGE 54

ing of the wine glasses so that you "hear the wine," and all the senses are pleased—the eyes with the beauty of the color, the nose with the delicious bouquet, the ear with the click of the glasses, and the tongue with the taste of the contents.

As you can guess, I'm a great believer in creating a glamorous mood at every stage of a party. When our guests arrive, Bob and I greet them with unfeigned enthusiasm, for we both truly love to have guests in our house. The living room looks glamorous and gay with candles burning indoors, our terrace lighting on, and barbecue fire blazing—even if too cool to be outdoors. The gu can see the fish and chicken be readied for the grill. All of this lights the guests through the e Shortly there will be the ar of the barbecuing, and that whet the guests' appetites. E Duchin is playing Cole Porter records, of course), and the n for the evening is beginning t velop.

A musical background gr enhances a party's atmosp The reason that Bob asked, " food are you serving tonight

hat certain foods have musical oul mates. It may sound corny to ay that rumbas and tangos enance Spanish food, that with talian food you should have Italan music, and that tropical, Hawaian music is right for a curry inner, but it really does mean a ot, for it puts the guests in the ood of the moment. And, don't orget it, a mood is an elusive thing, ompounded of many small and ebulous factors.

t is interesting that certain age groups like different music hen they are dining. For instance, you are having the Jet Set—the oung, gay ones—they prefer a uch faster tempo for their musical ackground. A group in their late irties or early forties are still oung enough to "remember when" nd music that recalls their courtng days in the 1920's brings back certain nostalgia that puts them a mellow mood. If the guests re in their sixties, something soft nd dreamy is usually successful.

Our parties, unless there is a pecial dish requiring special usic, usually sound off to Eddie uchin's piano. I have several of s albums, although I also have bums with Jan August, Jack ina, and Frankie Carle at the iano. They make for good variety, they all have their own particar style.

During the dinner hour I like to ve string music rather than brass, nd I enjoy David Rose. I have veral of his albums, but alterate him with "Music for Dreamg" with Paul Weston. Strauss altzes are always a joy, and you n't miss with Fred Waring and ostelanetz records (with "Star ust" included).

As the tempo of the evening ineases, so the music should inease. With coffee let Carmen avallaro, Guy Lombardo, or Mark arnow and their orchestras entrtain you.

After coffee, the mood of the ests should be established and u should let them take over. If ur guests wish to sit cozily ound the fire and chat, then soft lodious music is in order, with continuation of the dinner music some of George Gershwin.

But if you have the Jet Set, re spicy music such as rumbas



by Henry King, Jose Cortez, and of course Xavier Cugat are good, interlarded with a few records of Louis Armstrong.

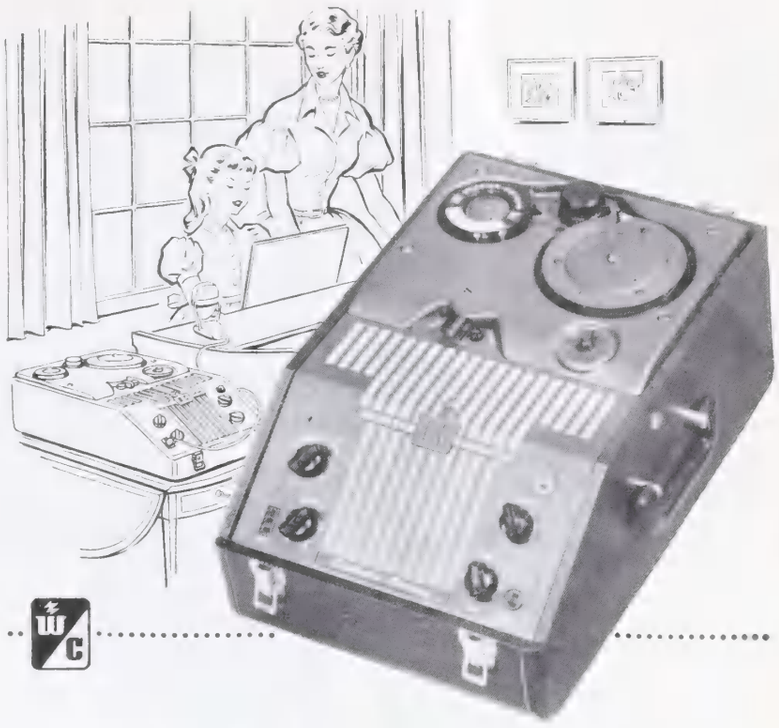
Not long ago one of our guests rushed up and said, "Oh Ginny, do play something madly gay!" I was rather flabbergasted for none of our music is "madly gay." But I managed to please her with an album of Fats Waller Favorites.

The more formal the dinner the more formal the music should be. Well do I remember the dear dead days when we had string music behind the potted palms at every large function. Of course older people—those over fifty—(What am I saying? Fifty is rearing its ugly head and I feel as if fifty were very young.) remember that era well, with its Chopin waltzes or Massenet's *Elegie* or the medley from Gounod's *Faust*. Debussy's "Prelude to the Afternoon of a Faun" or "Nuages" are soft and delightful. Ray Turner playing Chopin is a variation that could be used with this type of evening.

Above all, do not play music that demands the full attention of your guests. Stravinsky's "Firebird," for instance, is far too powerful music to have as entertainment for dinner. Wagner, Beethoven, or Schubert's "Unfinished Symphony" or the "New World Symphony" are not for dinner. Neither is anything with a definite beat, such as in Ravel's "Bolero," because music does penetrate your consciousness at intervals and you might feel that you have been listening to that one item for ages, and it is rather disturbing. Music that is uneven in its tone picture, such as music with long passages of pianissimo which suddenly burst into loud crescendos, is disturbing to conversation, for it is very difficult to regulate tone control with such a wide variation of sound.

Your record library is chosen, as it should be, for the enjoyment of you and your family. If your tastes are catholic, there will surely be some things your guests will also enjoy. Our three children love *South Pacific*, and if we have that album on during dinner they are as quiet as mice. I personally do not like it during dinner, for I think the music is too vivid to have with dinner. But it just shows you how ages differ about musical fare! And watching them listen makes it worth while for me.

If music has not entered your life as a "must" with dinner, start in today, for you are missing an important dimension in artful dining.



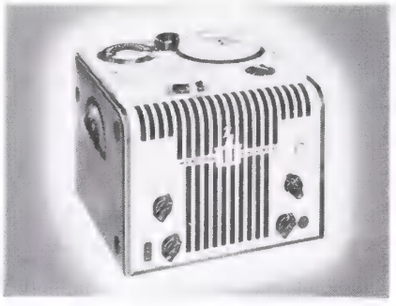
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HOW TO CHOOSE A MUSIC TEACHER

CONTINUED FROM PAGE 49

example, has almost no bearing on one's success as a concert pianist. If he is second rate it won't help him; if he is good he won't need it. If he is to get results as a teacher, however, he will have to draw on his reserves of tact and patience at every lesson.

The material of the teacher's art is persuasion. He must have a sound working knowledge of child psychology. He must know when to coax, and when to be firm.

And, though he may strive for perfection, a good teacher must also have a tolerant attitude toward Beethoven and Mozart as mutilated by small untrained fingers. Naturally, he wants his youngsters to make rapid progress in music, but his first task is to give his pupils a zest for musical study. How your child *plays* music is, relatively, less important than how he *feels* about music.

To take the measure of a piano teacher, the first thing you should do is hear his pupils perform. Wangle an invitation to his June recital. If you hesitate to form an opinion yourself about their playing, take a musical friend along.

Supplement this by discreet inquiry among parents of the teacher's pupils. Find out whether the teacher spends a whole year drilling each student on a single brilliant showpiece for public performance, or whether he aims at all-around musicianship. Such profitable by-ways as sight-reading, ear training, and at least a smattering of harmony and counterpoint don't produce quick results, but they make for lasting musical enjoyment.

If you know someone in the music department of your local high school or college, he may be able to give you good advice about available teachers. Another source of information is the Music Teachers National Association (founded in 1876 by Theodore Presser). For names of members near you, write to the president of M.T.N.A., Dr. Roy Underwood, Michigan State College, East Lansing, Michigan.

Find out if your prospective teacher is a specialist. My eight-year-old son studies with a teacher who instructs only young children. Some teachers specialize in adult beginners. Some teachers appear to have better luck with boys, others with girls.

Don't let your thinking be influenced one way or the other by price. Remember that the teache who charges $5 a lesson is no necessarily twice as good as th one who charges $2.50.

As a final check-up, try to ar range to sit in on a lesson. Ap praise the teacher's personalit and methods. Decide whether you child would find him sympathetic

Once you've decided on a teacher stick to your choice. Don't sho around for another teacher unti you've given the first a thorough trial. And don't make the chang on your own initiative. Let th child alone and see how the lesson go. It's a mistake to oversell th child on the teacher, and no les a mistake to undermine the child' confidence in him.

After lessons have begun, le the teacher work in his own way Music teaching methods have changed greatly in recent years Progressive educators spend con siderable time keeping up with modern methods. If your child isn't given the same course o study you had, that doesn't mea he is being incorrectly taught Just the contrary, perhaps!

There is no one infallibly righ way of teaching. Every child an individual problem. Don't judg his progress by that of little Mar Jones next door who started lesson at the same time and is alread playing "pieces." Little Mary ma be naturally endowed with goo fingers, doing easily what yo child must work to master. Yo teacher, having taught many young sters, is likely to be a better jud than you of how fast your chi should be brought along. Do worry if your child, after thr months' study, can't play the sc of B Major, with a key-signatu of five sharps or, for that matt any scales at all.

The teacher expects you to co-erate with him in the matter practicing. To strengthen weak, co-ordinated fingers, a cert amount of hard work is unav able. Teachers and students h sought ways to short-cut this j of music study since the first St Age *maestro* taught pupils to h arpeggios on a reed pipe. It c be done. We don't get someth for nothing. Singers must voca violinists must practice Kre études, pianists must work at t scales and arpeggios. And price paid in hours at the board is little enough in re for a lifetime of pleasure in m

But the teacher can't lick

ractice problem alone. He needs nd expects your help after the ovelty of music lessons has worn ff and practice becomes routine or your child. The old-fashioned ethod of coercion is happily exnct. Its net result was to make hildren loathe everything conected with music. However, perasion of some sort is needed.

It's your problem, and there are o rules to guide you. Rewards, ncentives, cajolery, a set hour for ractice each day—there are dozens f possibilities. Talk them over ith your teacher, then try them ll until you find one that works.

A prewar survey showed that, of very hundred beginners, ninety dropped their music studies before the end of the third year. But think how many of your friends, when the subject of music comes up, say wistfully: "I took music lessons as a kid, but gave it up. Today, I'd give anything to be able to play."

Your child can't be expected to visualize this sort of future chagrin. Practice at the moment is something that interferes with a ball game or going to the movies. The crucial first three years are allimportant. Lively, imaginative teaching is a help, but even the most inspired teacher can't do it all. A little support at home is needed also.

ALL THIS FOR A SONG

CONTINUED FROM PAGE 51

rmation of permanent singing soeties of significant ability.

But we are here concerned rather ith the informal, presumably ontaneous vocal efforts of comaratively small, unorganized roups in private homes, at arties of various kinds, or even ithin the family circle, supplemented perhaps by a few close iends. On such occasions the rst song may be like the first ive out of the bottle. The rest ill come more and more easily.

A tactful hostess will probably ave the piano invitingly open, ssibly with an attractive songook on the music rack. She will ncourage someone to start a little background music" at the keyoard and keep a watchful eye ut for the first enthusiasts to ther around the magnet of elody and harmony. If she knows advance what songs are particuly popular with certain members the group, a mere suggestion y be enough to get them started. ry little coaxing should be necesry, and it is definitely a mistake issue orders and insist that eryone suddenly stop whatever going on, to concentrate on orized singing.

olo number or two may have the effect of getting the others the right mood for participa- (even in self-defense), but this ot always advisable, as it may te an atmosphere of exhibition- which is not conducive to unre- ined co-operation. No matter carefully planned, the general ing must appear spontaneous, no suggestion of a "perform-" to which anyone is expected isten. So long as the participants themselves enjoy it, nothing more should be asked. Artistic effect is of no importance whatever.

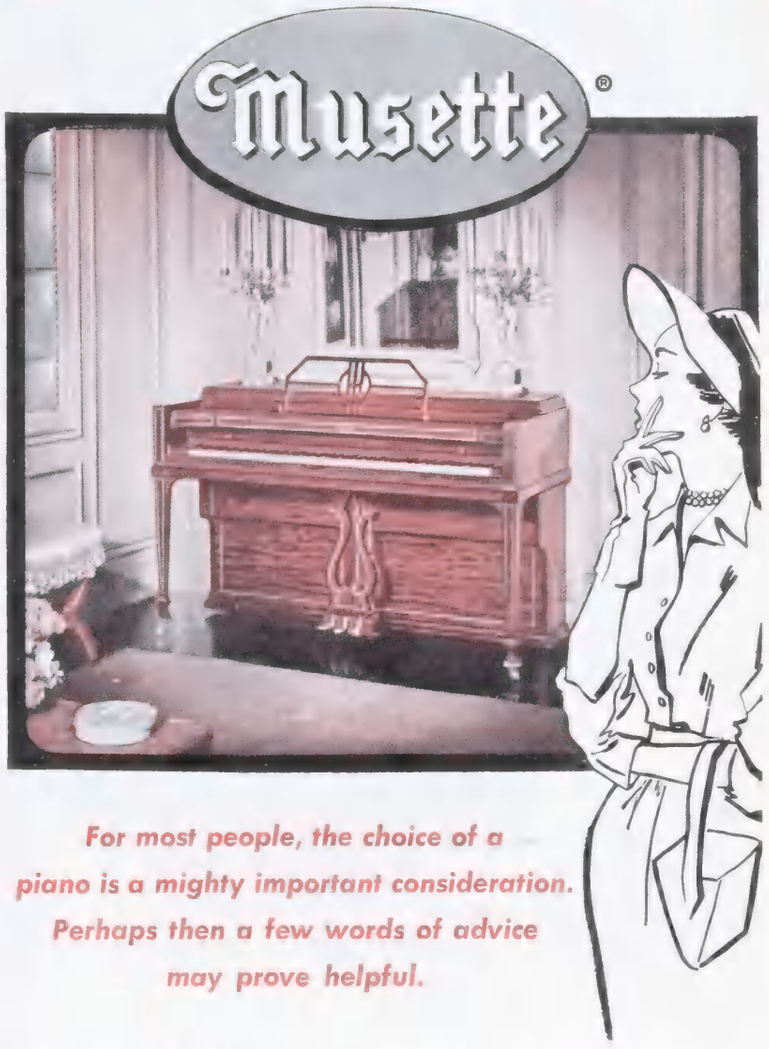
It is always a help to have someone at the piano who knows a lot of songs, as well as the most comfortable keys in which they can be sung. The best accompanists for group singing are those who can play "by ear," although the mere note-reader should not be disdained, even if it takes a bit longer to find the right page. When a piano is not available, a guitar or ukulele or accordion will provide an adequate accompaniment, and when there is no musical instrument at all, there can still be *a capella* (unaccompanied) singing, preferably with a leader to give the proper pitch (approximately) and perhaps beat time to keep the singers together.

There are almost always a few voices capable of harmonizing by ear: and even one or two tenors, alto, or bass parts will add enormously to the effect of an untrained ensemble. Men who sing in barbershop quartets or choruses soon find that they can instinctively create harmonies which are pleasing, perhaps occasionally spectacular in their originality. It is quite unnecessary to study definite parts, except for a contemplated public performance. For informal gatherings there can be complete satisfaction in unison effects, if no harmony singers are present.

The matter of words may present something of a problem. Your real vocal enthusiast is willing to settle for "la-la's" or indiscriminate vowel sounds when unfamiliar with the text of a song. But more inhibited

(*Continued on next page*)

How to choose your piano!



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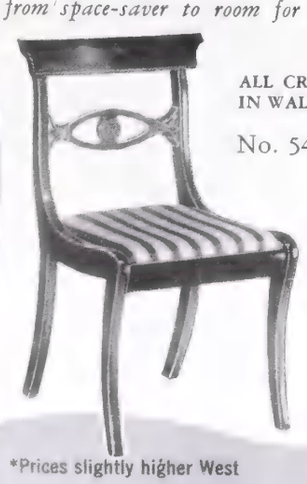


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ALL THIS FOR A SONG

CONTINUED FROM PRECEDING PAGE

souls prefer to have some idea of what they are singing, beyond the mere melody line. For overcoming such difficulties, there is a mass of printed material available at a small cost.

Most of the publishers of popular music distribute song sheets containing the words of their best-known hits, plus a number of the old favorites that are free from copyright. A hundred sheets of this type can be bought for $1 to $1.50, and occasionally they are supplied free of charge for the sake of advertising. Folios and pamphlets containing the words and music of perhaps several dozen familiar songs are also available at a modest price.

Among the larger collections of singable material, the "Twice 55" series published by C. C. Birchard & Co. of Boston are as practical as any. In a few paper-bound volumes they cover most of the established literature of universal song, excepting current coyprights. Such Broadway publishers as Robbins, E. B. Marks, and Mills Music, Inc. offer low-priced collections covering a vast number of old and new songs. There are special booklets of patriotic material, Christmas carols, hymns, folk songs, etc.

For large parties and organized "community sings" a good substitute for word-sheets may be found in song-slides, which throw the words (and sometimes the music as well) upon a screen from a stereopticon machine. Such slides are particularly practical on occasion when family movies are shown, as the equipment can easily include the necessary lantern, without much extra expense, and the operation is a simple matter. Music publishers formerly supplied song-slides for most of their hits, and it is still possible to secure a fairly large assortment of popular lyrics through such an agency as the Educational Music Bureau in Chicago.

Even without the help of words or music, there are innumerable songs that most people know by heart. For spontaneous harmony, there is nothing more effective than the old-fashioned rounds, which should first be sung in unison and then with the voices overlapping in three or four parts, the singers conducted in groups by a leader. "Three Blind Mice" is probably the safest bet for a start. (Its three basic notes can also be taught to any child at the piano, with an adult supplying the additional parts.) "Row, Row, Row Your Boat," "Frère Jacques" (Are You Sleeping?), and "Scotland's Burning" are sufficiently familiar rounds and can be picked up quickly by any group of amateur singers. A good leader can make quite a show-piece out of "Alouette," "Old Macdonald Had a Farm," or "Schnitzelbank," using his companions for the "burden" or echoes, as in actual folk music.

One of the best songs for starting a mixed company harmoniously is "Let Me Call You Sweetheart," which practically everybody knows in some fashion. Another self-starter is "The More We Get Together," sung to the old tune of "Ach, du lieber Augustin." Several of the Foster songs, with such later hits as "Smiles," "Down by the Old Mill Stream," "I Want a Girl" ("just like the girl that married dear old Dad"), "My Bonnie," "Sweet Adeline," and "The Long Long Trail" can be counted upon to generate immediate vocal enthusiasm at almost any time. The little chorus best known as "Happy Birthday to You" (originally "Good Morning to All") can be adapted to any occasion or holiday sharing its universal popularity with "Good Night, Ladies" ("Merrily We Roll Along"), "Auld Lang Syne," and "He's a Jolly Good Fellow" (or "We Won't Go Home until Morning," originally the French "Malbrouck").

It may be significant that many of the best-loved songs of America have the word "home" in their titles. Foster's "Old Folks at Home" and "My Old Kentucky Home" head the list, with "Home on the Range" and "Home, Sweet Home" not far behind. (The last named is not often actually sung but has been played countless times to remind people that the party is over.)

A mere catalog of such material for home singing would be practically endless. In fact, whenever a group really gets going around the family piano, the chief problem is how to make them stop.

There may be some rather beautiful sounds. It would be foolish to insist that anyone listen as long as the singers themselves are enjoying it.

The important thing is that a group of people, perhaps of widely different tastes and temperaments, have suddenly found a common ground for self-expression, a

ongeniality which requires no nalysis. They are instinctively ware of a friendly spirit of toler- nce and co-operation, free from ne critical reservations that might ttend a professional performance nd relieved of the self-conscious- ess that so often creates the in- ividual "show-off." They are find- ng real satisfaction in the simple xpression of a common enthusi- asm, unhampered by aesthetic standards or ideals, unencumbered by elaborate, expensive equipment, independent of scientifically self-sufficient instruments, completely removed from the professional attitude of performers or listeners. They are enjoying themselves in the most natural and honest and pleasant way imaginable—and all for a song!

HERBERT, PORTER, RODGERS, KERN— I LOVE YOU

CONTINUED FROM PAGE 69

usic by Americans is gradually nding a place on the programs our symphony orchestras. Some it is even being heard in Europe. n the other hand, one school of merican music, our light music et's drop the "popular" tag), is eard around the world, is re- pected and admired as *good* mu- c in the very countries that pro- uced the classic masters.

But not here. No matter how gratiating its melodies, no mat- r how exhilarating its charm and tality, we lump together all our ght music under the title of jazz, ovel it into a bin labelled trash, nd settle back happily to wallow the maudlin meanderings of, t's say Massenet's *Elegie*, which, eing by a European master, is viously "classical."

Parenthetically, let me explain hy I refer to "light" music rather an "popular." The latter term as come to be applied to the so- lled "pop" tunes that are ground t for the records and juke boxes assembly-line methods, enjoy o or three months of popularity, d then vanish. Most of them are finitely trash, and I wouldn't eam of defending them. What I defending are the airs written, a rule, for our musical comedies l which, *of their kind*, are defi- ely first-rate music.

Specifically, I would like to dis- s four of them—Victor Herbert, le Porter, Richard Rodgers, and ome Kern. This is an arbitrary ice, for I could, if I had room, lude several others—Irving Ber- for example, or Sigmund Rom- g, or the enormously gifted Vin- t Youmans. I do not include rge Gershwin simply because, ough such works as the *Rhap- in Blue*, the *Concerto in F*, *An American in Paris*, George reluctant admission to the s of "classical" composers.

ne reproach that is frequently led at the American composer ight music is his musical il- literacy, that he cannot even write down his music, but has to whistle it to an arranger. Just for the record, let us scan the musical background of the four men I am discussing. Concerning Herbert there is, of course, no argument. A superbly trained all-round musician, a cello virtuoso, and a master of orchestration, he needs no apologies from anyone. Cole Porter spent two years at the Harvard School of Music and two more studying advanced harmony and counterpoint at Vincent d'Indy's Schola Cantorum in Paris. Rodgers left Columbia University to spend two years at the Institute of Musical Art in New York, now the Juilliard School of Music. Kern studied the piano under Alexander Lambert, Paolo Gallico, and Albert von Doenhoff, then spent two years in England and Germany studying composition. So we may assume that our four pass the literacy test.

I have thought that one reason why we turn up our noses at our light music might be that its melodies are not developed, which is merely another way of saying that they are not symphonic material. The themes of the first movement of the classic symphony are seldom complete tunes. As a rule, they are phrases, *pieces* of melodies that can be transformed and made to appear in various guises. In the jargon of the theater, the average musical "number" consists of: Principal Strain—Release—Reprise. And that, bless your heart, is the A-B-A song form in which thousands of the classics are written. So, so far as form is concerned, our light music comes of respectable married parents.

In Germany there is a kind of music that is referred to as "Brodarbeit"—literally, "bread-work." We call it "pot-boilers." Beethoven turned them out at a great rate. Have you ever heard his twelve "Contra-dances"? They

(*Continued on next page*)

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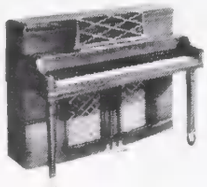
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HERBERT, PORTER, RODGERS, KERN—

CONTINUED FROM PRECEDING PAGE

are a set of extraordinarily commonplace waltzes, not one of which I would take in exchange for Rodgers's "Falling in Love with Love." Have you ever heard his "Bagatelles"? Yes, you have heard one of them, entitled "Für Elise." It's a nice enough little piece, I guess; but even Jose Iturbi, playing it, cannot convince me that it has the musical worth of Kern's "The Way You Look Tonight."

I don't know what beginning pianists get, today, as their first "piece." I remember what I got: "The Happy Farmer," by Robert Schumann. This was followed by a snappy little number by Rubenstein called "Melody in F." If I hear any takers, I would be delighted to turn both of them in, in exchange for, say, "Begin the Beguine."

Then there is Sibelius's "Valse Triste." You take that and I'll take "Younger than Springtime," from *South Pacific*. In my opinion, the overture to Herbert's *Mlle. Modiste* is just as good music as anything Offenbach ever wrote, and the ballet music from the same operetta doesn't suffer by comparison with anything in Delibes's *Sylvia*. I believe that "Old Man River" is much *better* music than the "Barcarolle" from *Tales of Hoffmann*, that Porter's "So in Love Am I," Kern's "I've Told Every Little Star," and Rodgers's *Carousel* waltz stand up well against Dvorak's "Humoresque" and "La Donna é Mobile."

Please don't misunderstand me. I am not suggesting that you swallow all our light music whole. Some of it is just as bad as some symphonies. Kern's "You Are Love," for example, is charming, whereas I think that his "The Last Time I Saw Paris" is commonplace and over-sentimental. Also, please do not think that I am picking on certain supremely unimportant works by the masters merely to win an argument. The so-called "classical" pieces that I have cited are, heaven knows, unimportant. But they are, nevertheless, good music. I cheerfully admit that most of the American light music I have cited is equally unimportant. But I do insist that it is *good music*. I think it is time we stopped looking at the name on the title page and listened to a given piece of music *as music*, judging its worth according to its intrinsic merits or defects, without regard to who signed it, whether he be Joe Doakes, Josef von Dochs, Giuseppe Docs, or Joseph d'Eauxe.

MARY, MARY QUITE CONTRARY

CONTINUED FROM PAGE 63

will protest. Mary simply cannot carry a tune; she can't tell whether it goes up or down; she's always off pitch; or, horror of horrors, she sings everything on the same note, which means she's a monotone. Isn't that proof positive that she's beyond help?

It is not! It can be said flatly and categorically that the only hopelessly unmusical children are those with organic deficiencies in the ear or brain. If Mary has no such flaw—and she probably hasn't—she will respond to music, even learn to carry a tune, provided you don't give up hope and provided you go about it in the right way.

Observe a baby in his play pen, preoccupied with his toys. Put a record on the phonograph, something with a lively march or dance rhythm. Generally the baby will react to the music. His whole body may move—or his shoulders, or just his head. Make no mistake about it, he is responsive to rhythm very early in his life, and rhythm is basic in music.

As the child grows old enoug to move around under his ow power, watch him when he hea music with spirited, clean-cu rhythms coming from phonograp radio, or piano. He may pause execute an awkward, bottom-hea dance, or he may run about wildl As he gets older, music may i duce him to bang on a drum, ri a bell, toot a whistle, or pound the furniture. The noises he mak may not be in keeping with t rhythm. He may ruin your b end table and give Dad a headac But junior is telling you he l music in him. While it may necessary to get fragile obje out of his way, including Da tender eardrums, he should be couraged to give expression to responses music calls up in him

The trouble may begin whe child is old enough to be tau You try to teach him a song simple, nursery tune, if you With the best will in the w he seems to be trying to fo you at the piano or the recor

e phonograph, but he can't even proximate the tune. You are tient; you play and sing it again d again; you encourage him to eat it. He cannot get the hang it. You may fuss over him, mpt him, prod him, worry him d yourself. You may think you e doing a good job of concealing m him that you are troubled, t he will sense your uneasiness d its cause.

Psychological hazards may be set . Children have defenses against ng prodded. If music is the rea- why they're bothered, they may ist it. The resistance may not out in the open. In fact, it may even look like resistance. The ld may give every appearance co-operation, but every effort ms to be futile. You despair and nclude that he is basically and urably unmusical.

child's trouble with music may not have anything to do with sic at all. Difficulty with a tune y stem from other sources that a chologist would be in a better ition to analyze—jealousy of a v sibling, conflicts between par- s, any one of the many subtle ngs that disturb children more n we know.

The one guiding principle to r in mind is that no child is in- ently unmusical; nor, for that tter, is any adult. I know a tal- ed singer who at five was the pair of her mother because she ldn't carry a tune. With the lt it is a matter of applica- n and will power; with the child approach must be natural and ual.

f Mary can't carry the tune of ndon Bridge," don't make an e of it. Expose her to music in home, but don't make her feel for her benefit. Have music yourself. If you play the piano ome other instrument, play it nsibly for your own amusement. n on the phonograph or radio. noose music with clear, incisive hms, lively pace, and simple odies. Nursery tunes, gay folk s, and marches are ideal. A us movement from a Mozart ade or symphony will do fine. sturdy, four-square momentum Bach piece may be all right, And don't look down your nose zz; a fox-trot with a clean, t beat should be mighty ef- e.

music is a normal sound d the home. Mary may derive ure from it without giving sign. She may try to sing when she likes a tune. If her is way off base, pay no atten- Don't try to correct her. Don't make her self-conscious. Let her experiment at her own pace. Find occasion to praise even a poor try. Patience will have its reward. Mary will get closer to the tune, and one fine day she'll sing it almost correctly. Even if she does not manage it perfectly, it is not fatal. She is coming along.

As she grows older, she may dance or act out a role when she hears a piece that appeals to her. Her school, if it is up to date, will encourage her interest and develop her self-confidence by giving her music as a background to rhythm play and by group lessons in singing and playing simple instruments, with no child written off as incompetent or unmusical.

Though you may be eager to give Mary musical experiences outside the home and the school, don't take her to children's concerts or operas unless she thinks the junket will be a lark. If she objects, don't force her. If she goes once and says she doesn't like it, wait until she asks to be taken the next time.

Your strongest aid in helping Mary should be a good record collection. There are hundreds of records for children of all ages. If she shows an interest in them, make her feel they are her special property. If she doesn't, play them anyhow on the pretext that they are for your entertainment—and a good many may well be. Let her hear in this way music that seems to be for adults—symphonies, sonatas, songs, operas by masters of past and present. Don't expect Mary to sit still as if she were at a concert. Even if she seems to be busy with her own play, she is absorbing more than you suspect.

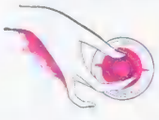
Finally, what about music lessons for Mary who can't carry a tune? Don't hesitate to let her have them if she wants them, but don't insist if she doesn't. Too many parents start their children at the piano or violin too soon! A reasonable age is eight, when the child can read. If Mary refuses music lessons, be patient. Her peers will soon be busy with them, and Mary, wishing to be in the swim, may ask for them herself.

Should Mary grow into adolescence without being able to carry a tune, remember that this is still no proof of irremediable unmusicality. She probably responds to music inside, even if she cannot reproduce it accurately. Watch her on the dance floor when she is old enough to wear her first evening frock and attend her first prom. Mary, quite contrary, moves with the grace of an angel. Mary unmusical? I should say not.



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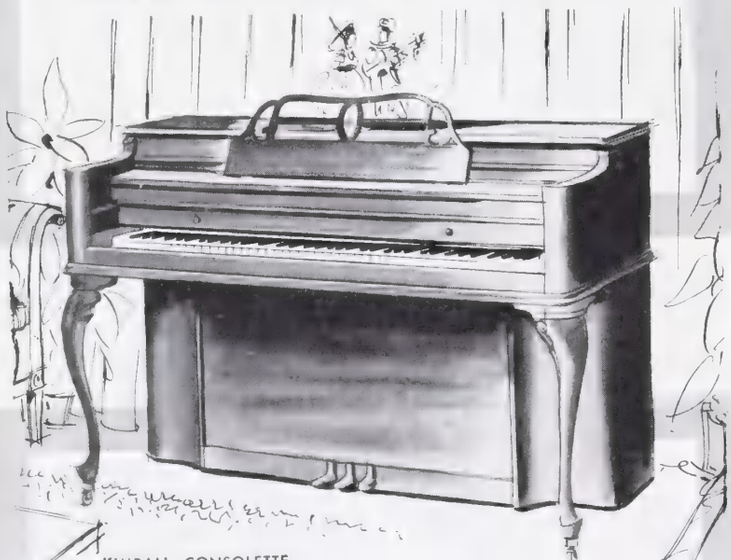
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CONTINUED FROM PAGE 71

FRENCH SONGS
Chosen by Maggie Teyte

*Fauré—*Soir*
(An example of the several qualities that a fine song possesses: color, melody, poetic atmosphere, and last, but not least, accompaniment.)

Ravel—*Le Martin-Pecheur* ("The Kingfisher")
(Ravel tells so beautifully the story of the little Kingfisher which alights on a boy's fishing rod, thinking it a twig. The stillness of the wild little bird, sensing something strange in its plight, is mirrored in music.)

Debussy—*De Grève*
(This song, set to a poem of Baudelaire, tells of the calm after the storm. The wonderful thing about it is the sound of the bell-buoy, the same eerie sound with each ring, but sounding differently with each mood. Debussy calls the buoys "les flottants églises"—floating churches.)

Du Parc—*Extase*
(The "intensity of quietude" expressed in this song is overpowering; it depicts with weirdness the dreams of an opium smoker.)

Debussy—*Auprès de Cette Grotte Sombre*
(Again, the stillness which so few composers can so perfectly suggest. One sees clearly, at hearing this song, the unearthly quiet of the underground cave, with the pool so still that even Narcissus could see his image and delight in its perfection.)

Reynaldo Hahn—*L'Heure Exquise*

Reynaldo Hahn—*Offrande*
(Two of the finest examples of French songs.)

Debussy—*Trois Chansons de Bilitis*
(They have the quality of dreams.)

Offenbach—*La Perichole*
(While French in character, *La Perichole* captures the true Viennese flavor, akin to the French "joie de vivre.")

Debussy—*Fêtes Galantes*
(This setting of Verlaine's poems is the quintessence of Debussy's sensitivity to fantasy and moods.)

Old Welsh Song—*Mifanwy*
(Will you allow me one selection, not in the French catalogue, for nostalgic reasons? This is the song I recorded at the old Edison plant in New Jersey in 1911—my very first.)

BACH RECORDINGS
Chosen by Fritz Reiner

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a.) Wachet Auf, Ruft Uns Die Stimme

b.) Wo Soll Ich Fliehen Hin

c.) Wer Nur Den Lieben Gott Lasst Walten

d.) Meine Seele Erhebt Den Herren

e.) Ach Bleib' Bei Uns, Herr Jesu Christ

f.) Kommst Du Nun, Jesu, Von Himmel Herunter

Toccata, Adagio and Fugue in C Major

Trio Sonata No. 1 in E Flat Major

Trio Sonata No. 2 in C Minor

Prelude and Fugue in G Major

Prelude and Fugue in B Minor

Agnus Dei (No. 23, Mass in B Minor)

Esurientes Implevit Bonis (No. 9, Magnificat)

Qui Sedes (No. 9, Mass in B Minor)

Et Exultavit (No. 2, Magnificat)

VOCAL MUSIC
Chosen by Lily Pons

*Debussy—"Green"

Ravel—*Scheherazade*

Verdi—*Don Carlos* ("O Don Fatale")

Verdi—*Macbeth* ("Sleepwalking Scene")

Gustav Mahler—*Songs of a Wayfarer*

Folk Songs of Brazil

Grétry—*Zemire et Azor* ("La Fauvette avec Ses Petits")

De Paur's Infantry Chorus—Latin American Songs

Songs of Stephen Foster

Songs of the Auvergne (arranged by Canteloube)

AMERICANA RECORDS
Chosen by Arthur Fiedler

*Morton Gould—*Foster Gallery*
(This is a series of several movements on Stephen Foster's melodies expertly and artistically arranged by a young American composer of our own generation, Morton Gould.)

Leroy Anderson—*Irish Suite*
(A collection of most popular Irish songs and dances orchestrated

(*Continued on page* 108)

Take It Easy, Lady!

Take advantage of new labor-saving equipment and improvements in old, and you won't be a slave to housework

by Charlotte Eaton Conway



Bottle openers turn up in the most unexpected places! But this one you find in the same place every time. It's permanently built in to the refrigerator, looking at you as you open the door. International Harvester have added this convenience to their new models. The one shown has full-width freezer locker holding 50 lbs. of frozen food, extra-big meat-storage drawer, two vegetable crispers, shelf room for tall bottles and bulky foods, pantry bin for unrefrigerated foods, and a full-length door. Automatic interior light.



No clean-up fuss or fury with the new Hotpoint "ready-plumbed" electric dishwasher sink! Dishwasher opens at front, leaving lots of top work surface. New Wonderflo faucet has only one lever, which you raise or lower to get more or less water, move from side to side for hotter or colder. Two covered compartments in backsplasher are handy for soap bars, cleaning pads. Motor and pump empty dishwasher water into sink, making special plumbing connections unnecessary, even in remodeling jobs. Of course sink is equipped with food waste Disposall.



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with a
fuel-thrifty Mueller Climatrol



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hate gooseflesh?



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hate housecleaning?



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hate strong-arm methods?



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Address.....

City.....State.....

Curtis makes a complete line of woodwork for the modern home

GREAT ARTISTS CHOOSE MUSIC FOR YOU

CONTINUED FROM PAGE 106

full symphony orchestra in the modern idiom, yet keeping the spirit of the original music intact.)

Leonard Bernstein—Music from *Fancy Free*

(Gay, racy dance tunes by a young composer for the younger generation.)

Aaron Copland—*El Salon Mexico*

(Although Copland has written a great amount of serious music, I have chosen *El Salon Mexico* because it has captured the true spirit of Mexico.)

George Gershwin — *Rhapsody in Blue*

(Monumental among Americana!)

Edward MacDowell — Piano Concerto No. 2 in D Minor, Op. 23

(An outstanding work in all the piano concerti literature by a comparatively early American composer who was influenced by European traditions.)

Walter Piston—Suite from *The Incredible Flutist*

(This ballet was written for me and first performed at the Boston Pops in 1939. Here we have a Harvard professor "tripping the light fantastic.")

Richard Rodgers—Selections from *South Pacific*

(This is music with charm, verve, "go," and, above all, chock full of good tunes.)

William Schuman—*American Festival Overture*

(A cracker-jack overture!)

John Philip Sousa — *Stars and Stripes Forever*

(The March King's best—a difficult decision as so many of his other marches are tops.)

VIOLIN MUSIC
Chosen by Jascha Heifetz

*Bruch—*Scottish Fantasy*

(It is impossible to say, "This is my one and only favorite." Let's say that the Bruch *Scottish Fantasy* is *one* of my favorites. It is easy, charming music, based on the Scottish folk songs and created by a man who knew how to write for the violin.)

(May I pick a dozen, rather than nine? Even a dozen does not represent all my choices, but they seem to me the desirable minimum.)

Beethoven—Violin Concerto

Brahms—Violin Concerto

Tchaikovsky—Violin Concerto

(The great classics of violin music.)

Sibelius—Violin Concerto

(A fairly modern work that everybody ought to know.)

Elgar—Violin Concerto

William Walton—Violin Concerto

(These concerti are fine representatives of English music.)

Gruenberg—Violin Concerto

(To me, this is the best of the American violin concerti. It uses American idioms, is based on jazz and the Arkansas style of fiddling.)

Prokofieff—Violin Concerto, No. 1 or 2

Mendelssohn—Violin Concerto

Bach—Violin Concerto in A Minor or E Major

Vieuxtemps—Violin Concerto, No. 4 or 5

(These are virtuoso pieces. They show what a fiddle can do; yet they are melodic.)

Any Beethoven sonata for violin

(The earlier are lighter music. Nos. 7, 8, 9, and 10 are profounder music.)

PIANO MUSIC
Chosen by William Kapell



*Prokofieff—Piano Concerto No. 3 in C Major, Op. 26

Moussorgsky—Pictures at an Exhibition

Mozart—Concerto No. 27 in B Flat Major, K. 595

Beethoven—Sonatas

Rachmaninoff—Concerto No. 3 in D Minor, Op. 30

Mozart—Concerto in C Major, K. 537

Mozart—Concerto in F Major, K. 459

Beethoven—Concerto No. 4 in G Major, Op. 58

Chopin—Polonaises

Rachmaninoff—Concerto No. 2 in C Minor, Op. 18



BALLET MUSIC
Chosen by Efrem Kurtz



Eric Satie—*Parade*

Stravinsky—Petrouchka Suite

Hindemith — "Nobilissima Visione" m the ballet *St. Francis*

Rimsky-Korsakoff — Scheherazade ite

Shostakovitch — Symphony No. 1 ne ballet *Rouge et Noir*)

Brahms—Symphony No. 4 (the bal- *Choreartium*)

Berlioz—*Symphony Fantastique*

Bartok—Contrasts for violin, clar- t, and piano (the ballet *Caprichos*)

Beethoven—Symphony No. 7 in Major, Op. 92

Tchaikovsky—Serenade for Strings C Major

CELLO MUSIC
Chosen by Gregor Piatigorsky



*Schumann—Concerto in A Minor, Op. 129

Bach—Suite No. 5 (*Discordable*)

Brahms—Sonata in E Minor, Op. 38

Debussy — Sonata for Violoncello and Piano

Dvorak — Concerto in B Minor, Op. 104

Haydn—Concerto No. 1 in D Major, Op. 21

Hindemith—Sonata for Violoncello and Piano, Op. 11, No. 3

Prokofieff—Concerto for Cello and Orchestra, Op. 58

Beethoven—Sonata No. 1 in F Major, Op. 5, No. 1

Martinu—Variations on a Theme of Rossini

(*Continued on page* 111)

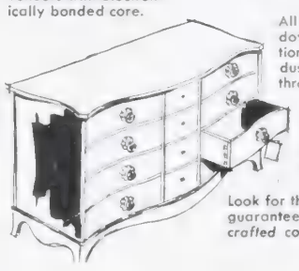


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NOTE: Youngstown Kitchens Food Waste Disposer can be used with septic tank of 500 gals. or more capacity.

Youngstown Kitchens
FOOD WASTE DISPOSER

Do you know what these TV words mean?

You don't *need* to know any of these words to enjoy television. But you may understand its workings—and your serviceman—better if you know what this typical TV lingo means

Electronics: Roughly, the science that has made radio, radar, and television possible.

Television: The sending through the air of a series of pictures and accompanying sounds in such rapid succession that you get the impresssion of a continuous reproduction of the actual scene. Break the word down and it means seeing at a distance.

Sending Tube: The part of the television station's equipment which "takes" or "scans" the picture—30 of them a second. It transforms light impulses into electrical impulses that can be sent out over the air. (Formerly known as the iconoscope tube, now known as the orthicon and also as the camera tube.)

Receiving Tube: This is the major element of your home television receiver. In most home TV sets you see the pictures on the big end of this tube. Technically, it is a vacuum tube which converts electrical energy (sent out by the television station) into light impulses on a screen surface where it is composed into the television picture. (Technically, it's known as the "kinescope tube," less technically known as the picture tube; also known as the cathode-ray receiver tube.)

Chassis: The mechanism of the television receiver without any clothing or cabinet.

Antenna: A device which plucks the television picture out of the air and pipes it into the television set. It is composed of masts and horizontal rods. Sometimes it is built inside the television set. Sometimes it is a small contrivance attached to the set which does its work inside the room where the set operates. Sometimes it is an elaborate apparatus installed on the roof of your home.

Dials: The controls or knobs you turn to adjust your television set. Those sealed in the back of the set are adjusted by the installation man. They should not be tampered with. You can sharpen your picture and sound by adjusting the dials on the front of your set. Taken as a whole, the dials control all the elements of the picture and sound quality.

Lead In: The wire which connects the antenna to the set in case you have an outside antenna.

Fluorescent Screen: The television screen at the big end of the receiving or picture tube. Its chemical coating causes the electronic beams to light up and make a picture when they strike it.

Signal: This refers to both the picture and sound impulses which go from the TV transmitter to the TV receiver and, taken together, constitute the television program.

Interference: Any electrical disturbance which distorts either the sound or the visual part of the television. It can be caused by all sorts of electrical devices or motors which produce static: neon signs, diathermy machines, automobile and airplane ignition systems, and so on.

Ghost: This is a second image on your television screen produced when the signal from the transmitter reaches your receiver by two paths. It is caused when you receive one signal direct and another by reflection off a distant object. In television, ghosts are as bad as they sound and are very hard to get rid of. There are negative ghosts in which the black and white areas are opposite to those of the real pictures.

Electron Gun: The device at the small end of the receiving tube which sprays the large end (the screen) with electrons which turn into light impulses and form the picture.

Radio Spectrum: A way of expressing the scale by which radio and television frequencies are measured. Loosely, a way of

cribing that area of the ether over hich radio and television are ansmitted. Regular radio is transitted over the low part of the pectrum; FM and television over higher part. The higher you go the spectrum the higher the equencies.

requency: This refers to the umber of times an electro-magetic wave vibrates per second. oth the sound and the picture imulses ride on electro-magnetic aves from the sending station to ou. One kilocycle means a thouand vibrations a second. One egacycle means a million vibraons a second. Ordinary frequenes are expressed in kilocycles; levision frequencies in megacles.

hannel: Each television station nds its signals out on one of 12 annels and each channel repreents a band of six megacycles. So ch TV channel defines a freuency groove in which each television station can send its signals.

AM (Amplitude Modulation): This is the standard form of radio broadcasting. It takes place in the lower end of the radio spectrum.

FM (Frequency Modulation): This is a newer form of radio broadcasting, higher up in the spectrum. It is practically free from static. FM sound is used in television.

VHF (Very High Frequencies): This is a zone of the radio spectrum in which the 12 present television channels operate. They lie between 44-88 and 174-316 megacycles.

UHF (Ultra High Frequencies): This is a zone in the radio spectrum in which additional channels will be utilized in the future. It offers the prospect of channels with frequencies between 480 and 930 megacycles, and perhaps UHF telecasting will later advance into even higher megacycle areas.

GREAT ARTISTS CHOOSE MUSIC FOR YOU

CONTINUED FROM PAGE 109

CHAMBER MUSIC

Chosen by
The Paganini Quartet



ebussy—Quartet in G Minor, Op. 10
is a unique work in the French rature and expresses the spirit of nce as much as a painting by anne, as the Notre Dame Cathe-l, as the Champs Elysées.)

eethoven—Quartet, Op. 131
one who hears it can fail to realthat he has gone through an unettable spiritual experience.)

ranck—Quartet
hough much neglected these days, quartet represents the romantiand mysticism of Franck in its mature development.)

ozart—Quartet No. 17 in B Flat, 58 (*The Hunt*)
is is the music that can be en-l by the untrained layman, while it is a source of never-ending admiration to the musically skilled who appreciate the miraculous craftsmanship of Mozart.)

Schubert—Quartet in A Minor
(Schubert's A-Minor Quartet conveys the infinite tenderness and lyricism of that composer.)

Haydn—Quartet, Op. 74, No. 3, (*The Rider*)
(*The Rider* is so magnificently boisterous and exuberant that it depicts perfectly the uninhibited joy of living so characteristic of Haydn.)

Brahms—Quartet in C Minor, Op. 51, No. 1
(This piece fuses the Romantic with the Classical grandeur of the 19th Century.)

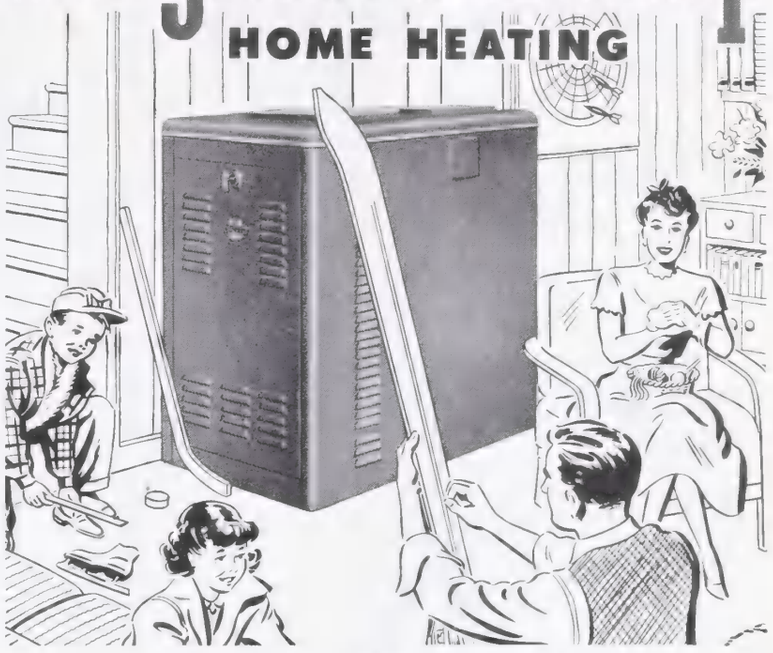
Bartok—First Quartet
(Less difficult than his later works, Bartok's First Quartet makes a good starting point for the unprejudiced music lover who would like to understand modern writing.)

Ravel—Quartet
(This composition has all the refinement of the French genius on the fringe of decadence.)

Beethoven — Three Rasoumovsky Quartets
(Finally, we must return to Beethoven.)

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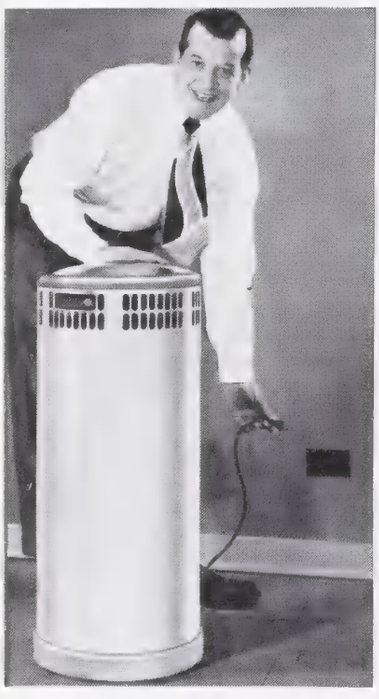
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FRIGIDAIRE Electric Dehumidifier

DOES TELEVISION CAUSE EYESTRAIN?

CONTINUED FROM PAGE 80

that when the average individual complains of fatigue symptoms, the fault is usually not due to poor conditions of the screen but rather to defects in his own eyes. The latter fortunately can be treated. Considering the present-day, improved TV instrument, it is usually the eye, not the instrument, which needs correction. In such cases TV may be a blessing in disguise because it sends the sufferer to consult his doctor.

Occasionally, there are cases where, in spite of completely normal vision, eye fatigue rapidly appears. Such persons should have a complete medical examination, since their eye fatigue may be a symptom of a generalized weakness. In others, emotional difficulties may be the answer.

TV can actually be helpful in protecting vision. Many preschool children who do not use their eyes for detailed work have eye defects which remain undiscovered until it is too late to correct them. However, after televiewing, such children may complain and may avail themselves of medical help before serious damage occurs, especially if these symptoms are a manifestation of a real eye disease.

Sometimes television can even be utilized as a therapeutic measure. It can be recommended as a treatment for children who have what is commonly called a lazy eye. It is common medical practice to make these children wear a patch over their good eye, so as to stimulate the vision in the poorer one. Obviously, a three- or four-year old resents this. But it has been found that, if an exciting telecast is offered as a bribe, they gladly consent to cover the good eye.

However, if even our eyes and general physical condition are normal, there is a point in time at which natural fatigue sets in. This point varies with each individual. Many people concentrate on television for a much longer time than they would use their eyes at other occupations. But if you develop eye fatigue after viewing TV for less than an hour and a half, it is 90 per cent probable that the fault lies in some eye defect, assuming that your TV set is properly adjusted.

Statistics show that a great proportion of our population has optical defects. It is also known that small defects can cause as much, if not more, trouble than larger ones.

Optical defects (or errors of refraction as we call them) result from alterations in length or curvature of the eyeball. These in turn, produce blurred and distorted vision. With age even the normal eye loses its ability to focus close objects. Fortunately both of these common conditions can generally be corrected by glasses. In addition, some individuals have what is popularly known as weak muscles. Normal eye muscles direct the eyeballs so that images fall on corresponding points on the retina. This is necessary for the attainment of single binocular vision. If these muscles are not in equilibrium, a greater effort has to be made to direct the gaze equally. As a consequence fatigue sets in early.

Manufacturers are constantly making improvements in television transmission and receivers. By curbing outside electronic interference, the TV industry has made possible the transmission and reception of fairly stable, well-defined pictures with a minimum of "snow," "tweed," "herringbone" or other objectionable patterns. Unquestionably, it is easier and less fatiguing to see details with the larger pictures (12½" and 16") than with the smaller ones (7" and 10"). With the larger screens, the viewing distance should be at least ten feet. The smaller screens can be viewed at closer range.

The TV screen is almost always brighter than the movie picture screen. This sets up too great a contrast between the screen and surrounding area in a darkened room and, as a result, may induce strain. Televiewers have been advised *never to have a room entirely dark.* Indirect illumination has been found best. If using a floor lamp, place it away from the set, preferably behind the audience giving the whole room a fair amount of light.

Television in well-illuminated rooms should go a long way to obviate the visual conflict which ordinarily results from looking at a very bright object in a dark room. It permits one to rest the eyes by momentarily glancing away from the screen. Incidental minor accidents, i.e. striking objects or tripping over furniture when moving about, are less likely to occur when the room is illuminated.

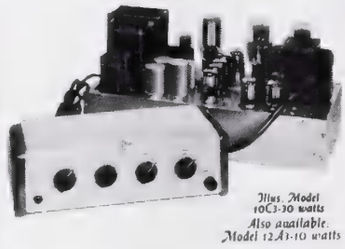
In the past, the outrageous claims that were used were respon-

(*Continued on page 11*

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Also available.
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Architects: T. H. and M. K. Hunter, Hanover, N. H.



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DOES TELEVISION CAUSE EYESTRAIN?

CONTINUED FROM PAGE 112

or poor quality in television pic-ures. These were jerky in every ense of the word. Nowadays the ndustry has learned many things bout making better television lms. The producers have learned o avoid "busy" long shots and to nake more detailed close-ups to llow for gradations ranging over nly 20 shades between black and hite. Thinner negatives and thin-er prints than those used for reg-lar motion pictures have been de-eloped. Few low key or extremely ark scenes are used. The stress s on comparatively fresh prints in ontrast to the old grainy ones.

Finally, here are a few sugges-ions to televiewers who want to void eye fatigue:

1. Do not have your screen too igh above eye-level. It is easier n your eyes when the screen is t eye-level or just below.

2. Larger screens are preferred. f your screen is very small, use magnifier.

3. Have the room well lighted. deally, the brightness of the room hould be that of the picture tube igh lights or about 60-foot lam-erts. Indirect illumination is best. f you are using a floor lamp, lace it away from the set, pref-rably behind the audience.

4. Regulate the sound to the desired degree, then bring up the picture to optimum brilliance.

5. Do not allow children to lie on the floor at the foot of the instrument.

With the larger screens, the viewing distance should be at least ten feet.

6. In order to avoid distortion of the pictures, sit as nearly in front of the screen as possible. Too great an angle makes it difficult to co-ordinate the two images received by the eyes.

7. Do not persist in televiewing if your eyes get tired.

8. Have the room well ventilated.

9. Colored glasses should not be worn. If the images are too bright, adjust your set.

10. Be sure you get a good installation job. In some localities more than one antenna is necessary. For your eyes' sake, have your set serviced by an expert at stated intervals.

And if you follow these simple suggestions, there is no reason for any eyestrain from television. Now that the bugaboo has been laid, let us forget our fears and enjoy a new privilege which will mean more pleasure in the home, a new vehicle for teaching, a richer entertainment. Let us be ready to enjoy what the future will bring.

INSTRUMENTS THAT ARE EASY TO PLAY

CONTINUED FROM PAGE 61

t alone master. Unless, of course, e think in terms of such members f the percussion family as cym-als, bass drums, triangles, or any hers that make sounds by being anged together or struck. But ese are pretty obviously cinches, en't they?

However, there is hope for those o, though remorseful over lost portunities, may still have, first all, the desire and, second, the tience to become fairly proficient some instrument or other. And t applies also to people who ver before have had musical ining.

If it's a musical career you want well, who's to stop you from hav-it? And whether it is humble truments, such as harmonicas, or morous ones—piano, violin, *et* —that fascinate you, why wait? 's later than you think," as bert Service once declared in a m of that title, only to have se sentiments echoed in a recent pular song.

We aren't concerned here too much with the would-be Larry Adler or Andres Segovia, whose magical performances, respectively, on the harmonica and the Spanish guitar have made their names household words. I have in mind the ordinary lover of music who'd like to be able to entertain himself, as well as his friends and, if necessary, even relatives with a respectable ability.

To get right down to rudimentary matters, there is the ukulele, a very compact and serviceable little business which can go along quite nicely with a vocal solo or a group sing (it wouldn't be loud enough for a community sing) or supply very neatly the harmony and rhythm for some melodic instrument. It happens not to be in such widespread use as it once was, and I wonder why. It is about the easiest of all to play for one thing, and surely a source of much fun for another. If Dad and Mother

(*Continued on next page*)

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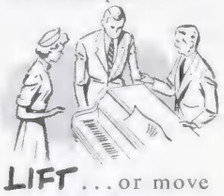
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INSTRUMENTS THAT ARE EASY TO PLAY

CONTINUED FROM PRECEDING PAGE

are anywhere around their fifties, just ask them about that. And let us not snub the ocarina, a rudely styled "sweet potato," which is actually shaped like a bird, and capable, when blown through properly, of emitting warm, flutey sounds to go with the uke, for instance.

There is enjoyment to be got out of the banjo, which played such an important part in the development of the modern dance band. It's not especially popular now, but what has that to do with it? It could still make life merry for you, should you learn to perform on it decently.

Music isn't for the few and neither is the right to make music. Often it has been said that there are only two kinds of music—good and bad—and I'm sure that both can be found in all music, from the least pretentious to the most intellectual. You would be surprised at how many famous classical virtuosos of our time relax with popular music. And what would many of the celebrated composers have done without folk music to use as basic material for their symphonies?

So with instruments. If you find greater pleasure in listening to the guitar than you do in listening to a symphony orchestra or an opera, there is no one to tell you you're wrong; no one has a right to in the first place. It rests on your own taste; choose the guitar by all means.

And speaking about the guitar, what would Spanish music, particularly the flamenco or Spanish gypsy style, have been without it? If there is any country in the world that has a national musical instrument, that country surely is Spain and the instrument is the guitar.

The guitar is about as enchanting a musical instrument as you can find—*and very romantic!* Although there are many types, the differences between them are of interest only to the expert or the historian. The six-stringed guitar, the modern version of ancient lutes and harps and gitterns, is the one most commonly used. Perish the thought about its being an accompanying instrument. All you have to do, to prove to yourself that it isn't, is to listen to recordings by Segovia or Vincente Gomez or, for that matter, any of the highly skilled guitarists of our own country—Alvino Rey and others of its shiny exponents among the dance musicians.

You *can* learn to play it! How well you eventually manage to do so will depend, quite naturally, on the amount of time you give it and, just as naturally, on the amount of talent you yourself possess. But it can be done, make no mistake about that.

There are other stringed instruments that may strike your fancy. The zither, for one, has latterly made quite a commotion, owing principally to the beautiful effects it achieves in the music for the recent film, "The Third Man."

Fun? Why there's loads to be had for the trying. Just don't let your imagination run riot concerning difficulties. With a little steady application, you'll be surprised how easily the difficulties get whittled down as you improve your technique on the instrument of your choice.

Clarinets, saxaphones, trumpets, trombones. Do you thrill all over at the mere thought of mastering one of these? Well, if you'll take my advice, you'll end this vicarious business of enjoying only somebody else's performance on such instruments. You'll do something about that by taking up one of them yourself. Here, again, it requires a reasonable amount of application and fortitude to sustain you through the early complexities. But how do you know unless you give it a try, whether the complexities are of discouraging proportions. Take a flier, it's the only way to find out. And the chances are ninety in a hundred that you will be most agreeably surprised. There is no point in being frustrated any longer. If you envy another one's talents enough, it should prove a motivating force to emulating him, whoever he may be. Perhaps all you need is a slight push and, in that case, I hope that my words may give you just that. So consider yourself pushed and get going. If I were you, I'd get going right now, even if the instrument that especially draws you is the violin or the viola or the piano or the cello, usually considered the *ne plus ultra* of the musical family.

Why, there are short-cut teaching methods for the piano today that by their results may be called miraculous. And what an advantage you do have, if there is a piano in your home! And from the piano it is but a short route to the organ and the rest of the keyboard instruments, including the home organ.

The beautiful sounds of the organ are no longer the exclu-

operty of the cathedral or the ncert hall. Now, because of a npact and cleverly engineered , the organ can give you such easures in your own home. If, u've had any piano training at , you will find the home organ sy to play.

It may *look* difficult at first nce, but those little stops, those o keyboards, those pedals can come personal friends of yours relatively little time.

Would you like to have a junior nphony orchestra in your living om? Well, the nearest thing to it is a home organ, with all its ried orchestral sounds. You don't ve to worry about the thing called ouch," which in piano playing is the utmost importance. In the me organ the "touch" is right there in the instrument, and to play it no special pressure or contact is required. The tone combinations are yours to choose, from thrilling organ sonorities to delicate flute-like sounds.

Furthermore, this instrument just can't get out of tune, for the simple reason that there are no strings to go flat on you. And, it is alleged, neither humidity nor weather changes have any effect on the tone quality.

And there you are! Evenings of concert music, popular music, of genial, homespun music are all yours. Friends, conviviality, a happier existence, these are all extra dividends to be had from one of the soundest (no pun) of all investments—an instrument that is easy to learn.

WHEN SHOULD YOU BUY TELEVISION?

CONTINUED FROM PAGE 72

citement of the sports telecasts. We suggest that you apply to evision-buying the same philosphy you use when you purchase car, or a washing machine, or a van. Buy when you can afford it. owing that next year's model uld be a little better and perps a little cheaper, but bearing mind that you cannot use and joy this year what won't even ist until next.

If you pursued the let's-wait-next-year thinking to its logi- conclusion, you'd never buy ything next year, either, on the eory that the following year's odels might be better and eaper. Remember the bird in the nd or, as the Romans used to say. *rpe diem.*

Is color television just around corner and will it obsolete sent TV sets when it comes? n if color television were just und the corner—which it probly is not—it would not obsolete V set bought today, tomorrow, ast year. The Federal Communiions Commission is empowered law to regulate the use of the waves (usually called frequenor channels) by the radio and vision industries. The FCC is mitted to this policy: It will authorize a color-telecasting m which would not permit you eceive color telecasts on your ent set in black and white. It indicated that it will insist that ent sets be able to receive color casts *in color* by the mere adn of an inexpensive converter dapter.

In any case, according to most authorities in the industry, color telecasting could not start for two or three years, even if the FCC should authorize it tomorrow. It would take about this long to allocate and test channels and to manufacture transmitters and receiving sets in sufficient quantity to make color TV an important factor.

Will something called UHF completely change TV reception? This mysterious sounding UHF simply means Ultra High Frequencies. The term refers to a section of the radio spectrum which could furnish additional TV channels so that television programs could go to many more people. If the FCC decides to authorize telecasting in the Ultra High Frequencies, this will have no effect whatsoever on the operation of your present television set. The programs, telecast on the VHF (or Very High Frequency) channels will continue to be telecast on these channels. Furthermore, statements issued by the FCC indicate that it would not permit telecasting in the UHF bands unless such telecasts could be received on your present set by means of an inexpensive converter or adapter.

The answers to the foregoing, disquieting questions would seem to indicate that prospective TV buyers need have no qualms about the future if they buy now.

The next question to think about is *what* to buy. We analyze this for you on page 73.



New! Plays All 33⅓ (Lp) Records Automatically—7...10...12 inch



Sturdy, compact, easy to operate, it quickly converts any radio, radio-phonograph or television set to a completely modern instrument.

Just what you've wanted! Now play twelve 7-inch LP records in a single loading—enjoy up to *four hours* of music with 10- and 12-inch LP Records.

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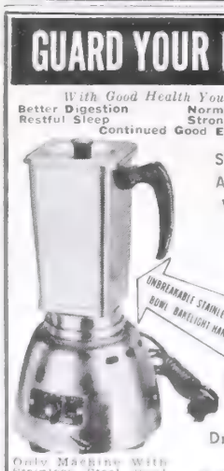
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WHAT SHOULD YOU BUY?

CONTINUED FROM PAGE 73

which are usually combinations of third-rate materials and haphazard parts all built around a tube, or viewing screen which is remarkably large for its price. This large tube at a little price is the big come-on, for in TV the price generally rises with the size of the tube and everyone wants a big screen. But in these bargain sets, the tube is frequently too much for the rest of the parts. Extra pressure on a tube that is too large for the other components of the receiver will cause it to burn out prematurely. So, while a bargain set's picture may look fine for awhile, you can anticipate a speedy disintegration of the whole apparatus.

Besides expecting to find these manufacturers cutting corners on the construction and hookup of the electrical connections within their sets, you are practically guaranteed poor picture quality, interference from unwanted signals, and inferior cabinet work, all of which show up almost immediately after the set has become yours. These operators cash in on an aristocratic trade name, turn over a crop of sleazy sets, then change to a new and equally high-toned name for another crop. So take a dim view of the TV bargain with an unfamiliar name.

What type of set?

Now, as for the types of receivers there are to choose from, sets appear on the market in three general manisfestations, from high to low on the price list. These are consoles, consolettes, and table models.

A console is a cabinet which sits on the floor, its screen viewable from chairs of normal height.

A consolette usually turns out to be a slenderized or abbreviated console, although sometimes there appears to be slight difference if any between one firm's console and another firm's consolette. In price, a consolette may occasionally be close to a comparable table model.

A table model is exactly what it claims to be, a set which you must place on a table or chest in order to bring the screen to eye level. Sometimes you have to shop around for a piece of supporting furniture. Sometimes the manufacturer or retailer furnishes it, or you may own a piece that will serve. More than one half the total television sets in the country are said to be table models, although people in the business notice more and more buyers investing in consoles.

You'll buy whichever fits your purse and the room in which it will be used. But part of your decision will hang upon whether you want a set to provide television alone ("straight television"), or a TV set which also houses radio and phonographic attachments. If you own a fairly new AM-FM radio or an up-to-date three-speed phonograph, chances are you won't be inclined to pay extra in order to get these facilities included in a TV set.

But if you like the idea of having all your home-entertainment machines under one big top, a so-called "combination" is a most economical way of purchasing a modern phonograph, radio, and television receiver. You get in one purchase a cabinet, loud speaker and amplifier for all three elements which add appreciably to the cost when such sets are bought singly. The unit combination usually includes storage space for record albums and in some instances even a home recorder.

Objection to the combination is that it tends to be a bulky piece of equipment, especially when the television comes in the large tube sizes. (The larger the tube, the deeper a TV set must be.) On the other hand, it has the advantage of requiring less total space than separate units providing the same performance, and manufacturers seem increasingly able to squeeze more equipment into less area.

Television combined with a radio or a phonograph is less frequently found in table models. But attachments which may be connected to any television or radio instrument make it possible to connect a record playing device for one or more of the new record speeds. Many television receivers provide a "jack" in the back of the mechanism to simplify this connection.

Just so that you won't misunderstand the meaning of "combination" when you see it in advertising, remember that it's a term used to cover many different arrangements of TV with other features. It may mean TV with AM or FM radio, or both: it may mean TV including a one-speed, two-speed, or a three-speed phonograph; it may mean TV with both radio and phonograph.

Before you buy, check closely on what you are getting for your money. You don't want to pay for extras you don't care about having, but you want to get all the extras you think you're paying for.

Next to price, the screen

l be the most positive factor in ermining your purchase of a evision set. Know in advance s universal truth: You will soon nt a larger screen than the one bought. No TV owner has yet en found who feels he could oy televiewing on a smaller een. Like the average home-ezer owner, the average tele-on owner is planning on a larger for the next purchase. In gen-l, a larger screen means a larger e, hence a higher price.

There are two kinds of tele-on: "direct view" and "projec-n." About 98 per cent of all evision now sold is direct view.

rect-view TV

n direct-view television, the een, which is the frosty-looking ss panel you see on the front of television set, is actually the ge end of the electronic tube, led a kinescope, which produces picture you see. You can under-nd, then, how the size of the ture is directly related to the of the tube.

All manufacturers try to give as much picture as they can the money, so you will see ious treatments of the viewing een when you shop around. The of most kinescopic tubes hich is the screen you look into) circular, so on some sets the een will be round. But most nufacturers feel that the pic-e tends to be distorted around periphery of the tube, so they sk, or frame, the arcs of the le. The screen then appears to either a rectangle or a truncated le, its top and bottom cut off straight lines, but curving at sides.

comparatively new tube with ctangularly-shaped picture end lso being used by a number of ufacturers. You will probably examples of both round and ngular tubes when you're ping and can judge the quality e picture each furnishes.

at does tube size mean?

be size, in television talk, is gnated by inches, and the s refer to the diameter of the as in a 7-inch, 10-inch, 12-tube, and so on. Translated square inches of picture, which more comprehensible to most , the following table gives you idea of the approximate view-rea you may expect from the sizes on the market, depending w the manufacturer frames reen:

ch tube—about 26 sq. in.
nch tube—about 52 to 60 q. in.
12- and 12½-inch tube—about 85 to 90 sq. in.
15- and 16-inch tubes—about 125 to 145 sq. in.
19- and 20-inch tubes—about 205 to 222 sq. in.

Customers have been so insistent on bigger screens that manufacturers have had to change their popular or "mass-production" size tubes from the 7-inch diameter it was a few years ago to a 12- or 12½-inch size. And it now appears that most people are asking for at least a 16-inch tube. Nineteen- and 20-inch direct-view tubes are available, and even larger sizes are being made experimentally.

Some manufacturers are said to have in their laboratories tubes more than 30 inches in diameter.

You must remember one thing about this, however. To have a larger tube and screen you must have a deeper cabinet, which will protrude more into your room and create decorating problems. No rose without its thorns! But the research people are working on this angle. Already the depth has been shortened.

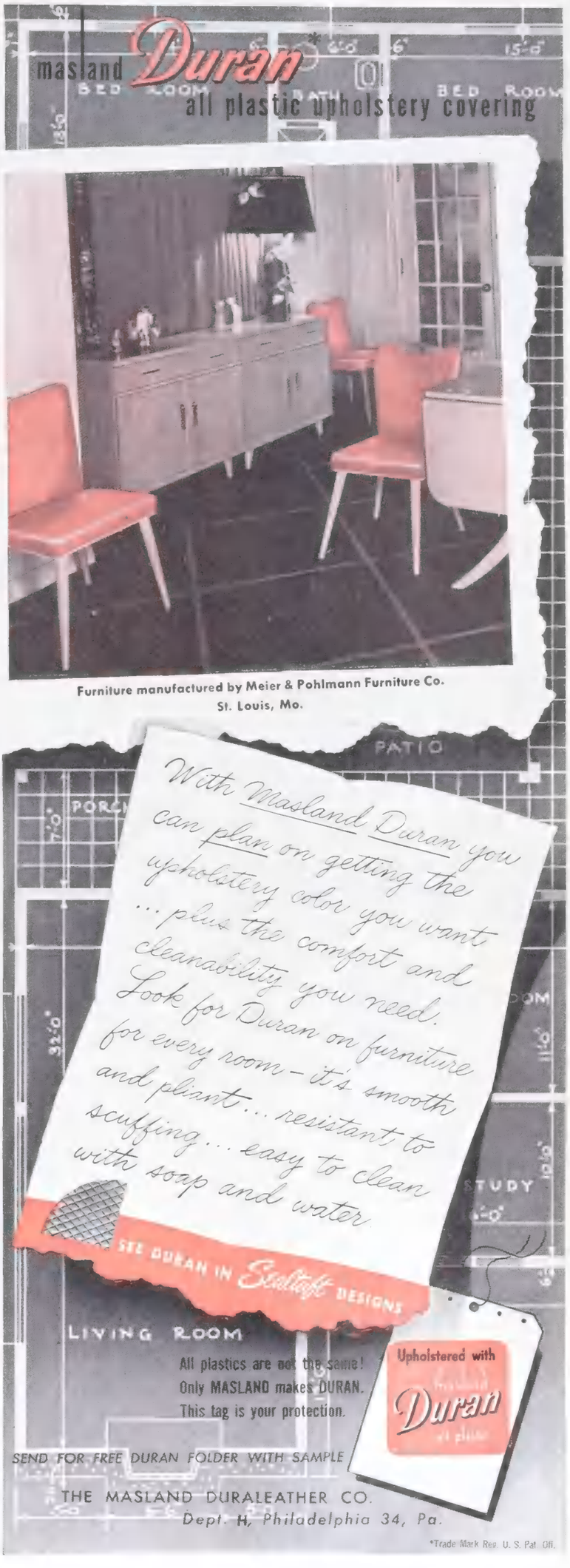
Projection TV

In projection television—as opposed to direct view—you do not look at the picture directly in the kinescopic tube. Instead you may look at a screen. This shows you a many times enlarged image which has been projected onto the screen by an arrangement of magnifying lenses and slanting mirrors built into the set. The screen itself may be fixed in the front of the cabinet, just as in a direct-view set. Or the screen may rise out of the top of the cabinet for viewing and be folded back again when not in use. Or, the screen may be a separate piece of equipment, like a home movie projection screen, which is set up across the room from the television receiver. The picture is then flashed from the set to the screen which in its smallest size is 3 by 4 feet.

The advantages here are that you can have a much larger viewing area than in direct view, and you do not have to look directly into the tube. An additional advantage is the small, compact size of the cabinet, for this type of television does not use large tubes, hence doesn't need large housing for them.

The smallest projection picture has an area of 192 square inches, considerably larger than the viewing surface of a 16-inch direct-view tube. Inside-the-cabinet projection sets now available show pictures 300, 432, and 520 square inches.

(*Continued on next page*)





You recognize her instantly . . . the woman whose taste is inherited . . . whose sense of beauty is poised and sure. She enjoyed the happy privilege of learning early the little amenities that smooth the social pathway. And she's careful to give her daughters the same training.

Dinner is a rite in her home . . . the table beautifully arranged even for the simplest family meal. Of course, there are always candles—tall, graceful Taperlites to shed their flattering glow on crystal and silver. Beauty that is reflected in the easy grace of her children's manners.

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Look for the exclusive Taperlite FIRM-FIT end. Easy to place; holds the candle proudly upright.

Choose from lovely Taperlite colors to match your gown, the pattern of your china, the color of your centerpiece or the major decorative accent in the room.

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WHAT SHOULD YOU BUY?

CONTINUED FROM PRECEDING PAGE

Outside-the-cabinet projection now available offers screens from 3 by 4 feet on up to regular movie-theater screen size.

There are television experts who will tell you (saying, "Don't quote me") that projection is the television of the future. Yet some of the largest manufacturers have stopped producing such sets because they found that the public did not take readily to them. The obvious reason for projection's slight popularity with the buying public is its cost, which must be fairly high because its manufacture does not lend itself easily to mass-assembly methods. There are some who say —without proof—that it's hard to find servicemen who know how to adjust or repair projection sets. It is also said that there are still technical bugs in projection TV. However, at the same time, executives of certain firms which have stopped making projection sets have chosen projection TV for their own homes! So, we'd definitely mark it for consideration while you're doing your shopping.

What size screen?

What size television screen should you buy? Despite a lot of talk about this subject, no one has yet come up with a safe rule of thumb to tell you how large a screen you should have for a room of any given size. Apparently, your best guide is common sense, as usual. You should view the picture far enough away from the screen so that your eyes won't hurt. In his article on page 80, in which Dr. Berliner explodes the myth that television causes eyestrain, he suggests that you sit at least ten feet away from large screens, that is, anything 90 square inches and up. So, you won't want a very large screen in a very small room, for that will put the viewers too close to the picture for comfort. This may help you gauge the screen size your room will accommodate.

What's a good picture?

There is so much about television that you must take on faith or the judgment of people other than yourself that it's good to have a few standards which you, yourself, can apply when you are shopping for a TV set.

Naturally, no one wants a television set with pictures which come apart and move from side to side in sections—or which come apart and move up and down in sections.

Gold Medal Winner

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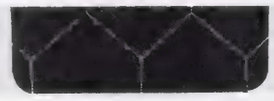


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When you see this sort of thin happening, you will know one o two things about the set you're considering—either the dials whic regulate "horizontal hold" or "ver tical hold" are not properly ad justed, or the set itself leaves to much to be desired.

You don't have to be a technicia to tell when a set is distorting pic tures. Every television station send out "test patterns," usually befor its programs go on the air. Thes test patterns are arrangements o circles, lines, and angles. If th circle on a test pattern looks ova instead of round, or if the line are broken or curved instead o straight, you will know that th set is distorting the picture. On th test pattern this kind of defectio is clear even to people with su average eyesight.

How does it sound?

When you're buying televisio you're likely to be so concern with how it looks that you m forget to check on how it sounds and that's a most important co sideration, as you are aware you've ever had any truck with dud radio or phonograph. You going to have to listen to a lot sound emanating from this n investment, so take pains to sure it's *good* sound and not noi

Unless your present radio is Frequency Modulation, you sta to get better sound on televisi than you do on your radio, for te vision broadcasting is done o FM. As you know, this is bro casting in the Very High Frequ cies and notable for its lack static and interference.

(*Continued on opposite page*

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But there are degrees of excellence in the tonal quality of TV sound, depending upon the loud speakers in the receiving set.

Few people have hearing sensitive enough to tonal quality to appraise either radio or television sound very exactly. But you will be surprised at how much more distinctly you hear sound and its variations if you listen with your eyes closed. Try this when you're shopping and you'll begin to distinguish good from bad.

While you're listening, check for the presence of good, clean (as opposed to fuzzy) bass tones and crisp, clear high tones which have good volume. This is particularly important in a combination radio-phono-television instrument.

The loudspeaker should be as large as reasonably possible in any cabinet. Table models generally use loudspeakers of a 6-inch or 8-inch diameter. In the better consoles and combination instruments, the loudspeaker is 12" in diameter. Speak right up and ask the salesman what size loudspeakers a set has. If a set has two 12-inch speakers, it probably has good tonal quality whether your ear can recognize it or not.

Something known as an audio amplifier feeds the loudspeaker and is important but difficult to evaluate without the help of an expert. This is most important in a combination, but if a combination is equipped with a "push-pull amplifier," you can usually take this as a fairly reliable indication of good audio-amplifier design.

Once you've decided upon the TV receiver you want to invest in, this is only the beginning. The next step, and so important a step that it cannot be over-emphasized, is to see to it that you have a first-rate installation job. We tell you more about this on page 81.

HOW TO ENJOY TELEVISION

CONTINUED FROM PAGE 84

steel buildings which loom between you and the desired TV signals. In fact, it is generally conceded that your best chances at clear, sturdy TV pictures come from a custom-built roof antenna. Reason for this is that a high, outside antenna gives you the most likely opportunity to pick up the electro-magnetic impulses which are responsible for the TV picture. These impulses travel stubbornly in a straight line, from transmitter to receiver. And if intervening objects get in the way, the impulses bound off these objects, with such results as a double picture showing up on your screen—or no picture at all!

A home within the range of only one television station could probably do fine with the simplest kind of roof antenna. This is called a simple dipole and it's the basic unit of the antenna. It amounts to two rods fixed at right angles to a mast, placed end to end and parallel with the earth.

By the technicians' own devious methods, they can determine what television stations you can get on your set by cutting the dipoles in certain lengths which are known to be able to pick up the television signals of these stations.

A simple dipole cut to bring in a particular TV station will also receive other stations which send their signals from the same direction. It will also receive other stations, even though it is not specifically cut for them, but naturally its reception is not as efficient.

Actually, if you want first-rate reception from other stations, you must add to your antenna dipoles cut specifically to the frequencies of the stations you want.

Such an arrangement is called a "stacked antenna," with different dipoles of different lengths stacked at different intervals on the mast.

So, if you live in a vicinity where five or six TV stations are within reception distance, your serviceman can provide you with a stacked antenna arrangement that will probably pull all five or six channels into your television set. It is even possible that he may know how to bring in all these channels for you without cutting a different dipole for each channel.

The dipoles are known as the active or live parts of the antenna because they snatch the TV signal out of the air and route it on to your television receiver down below.

There are also "parasitic" or "dead" elements in an antenna, which we mention merely because you may hear talk of them—or be billed for them—when your set is installed, and you might like to know what they are. They simply help the dipoles do their job. One called a "director" helps herd in the signals that you want. The other, a "reflector," tries to exclude the signals you don't want.

(Continued on next page)

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HOW TO ENJOY TELEVISION

CONTINUED FROM PRECEDING PAGE

There is also a kind of roof antenna, called "all-channel" or "broad-band," which can receive, often on a single dipole, a number of different stations.

But the best advice to you in the matter of antennas, as in everything else connected with television, is to enlist the best technical assistance you can possibly afford—and then abide by the experts' suggestions.

The retail store where you shop for television will probably be able to tell you in advance what kind of antenna installation you need in your location. Sometimes the store will miscalculate. But you won't have to keep a TV set which won't deliver pictures.

AT the time of installation, all such questions should be resolved by the serviceman. You had better invite him to make a thorough exploration of the premises—and then accept whatever type of antenna he recommends. He will explain the quality and quantity of television you can expect from an antenna that costs so much; and how much more of both you can get by buying so much more antenna.

Hear him out when he makes suggestions as to where you should place the TV set itself. He probably won't insist that it be placed in the middle of the floor if this turns out to be the spot where pictures flow into the receiver most freely. But he will be firm if you want the set against a wall that has a steel beam blocking out the impulses from the station or stations you hope to get. Better let him experiment. Then compromise on a spot somewhere between the place where the best pictures come in and the place where the viewing would be most comfortable. Except in rare instances this is not an issue, though, and you can place the set where it will seat the maximum number within its viewing arc—which, if you want to be technical about it, is the 60-degree arc at each side of the exact center of the screen.

For this first meeting with your serviceman—which couldn't be more important so far as your future life with television is concerned—it isn't a bad idea to have other members of the family on hand to listen attentively and to ask questions. It's a TV training course.

You will all be told, first of all, how to tune the set. You are not supposed to tamper with any other dials except those on the front side of the set—and in the last three years these have been getting fewer in number and easier to operate. The serviceman will inform you that he has tuned and fixed the dials on the back in adjustment with the antenna, and if you meddle with them, your receiver is almost sure to start acting queerly.

He may or may not mention—so we will—that nearly half the requests for service calls by new TV owners are unnecessary. All too often the nervous owners have failed to notice that the electric plug has dropped out of its socket and the set has no juice. And many times a set's misconduct is due to outside interference which a serviceman can not always remedy. Here are some of the causes of interference:

Diathermy machines of practically any type, if you live near a hospital, laboratory, beauty parlor or residence where they may be used. The diathermy impulses appear in diagonal lines running through the picture.

FM broadcasting stations—or even an AM broadcasting station if one is in the immediate vicinity. FM interference creates a herringbone effect superimposed on the picture.

Neon signs, elevators, and other non-shielded motors or electric installations, power lines, and telecasting on adjacent channels which are nearer to each other than they should be—all of these leave their marks on your TV pictures.

Automobile ignition systems, 12-volt systems on trucks or airplane ignitions will cause white flashes across the screen and in extreme instances can make the picture jump vertically. This is why the installation man tries to place the antenna as far from the street as possible.

And what an amateur radio operator can do, sending out messages on too much power, bears description.

MOST of these interferences can be eliminated by a "trap" or "shield," a small appliance which your serviceman can attach to your set for you. But if amateur radio operators are cutting up the air in your neighborhood, the best thing you can do is to ask them to operate. If they fail to do so, you and your neighbors find that their machinations are ruining your TV reception, you can appeal to the local authorities or the FCC which licenses these usually ha

ss experimenters in electronics.

Your installation specialist may so warn you against moving your t from one part of the room to nother, or to another room, particularly if yours is a delicate antenna djustment. Your set and its annna may be moved, of course, but w adjustments to the new position should be made by an expert.

You should also know that sometnes your set may seem to be out order when the disturbance is ally due to a temporary failure the television station. You should erefore train yourself to first test e TV picture on all channels if suddenly becomes wayward on e particular channel, before you none for a serviceman.

Finally, your serviceman may ake the request that when you none for TV service you give your address and phone number correctly, state the name and serial number of your set, and provide a fairly detailed description of what seems to be wrong. This will help him bring the right tools and parts. But firms who specialize in doctoring television sets report that about a third of the set owners who summon help fail in one of these points.

ABOVE all, if you wish to enjoy your television set with a minimum of upkeep expense and worriment, don't be a tinkerer. If you must dabble with the mechanical elements which go to make up modern living, take out your tinkering propensities on such predictable equipment as the lawn mower or the sewing machine. Leave the care and wheedling of TV to the experts, who know what they're doing.

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 39

y's shooting, and take advantage expert consultation service. Yours r the asking is advice on the oper use of focus, filter, and ader in this land of great disnces, much color, and unadulterd sunshine. This, without charge any sort. Visit the Hogan even you arrive without film. As a otographer's town, Gallup is well uipped to furnish all photoaphic supplies as well as topght processing facilities.

on't miss . . . .

New York City—the ship model llection on display in the offices the Cunard Steamship Company Lower Broadway. This is the nous Cunard fleet, in minuscule, m the odd-looking paddlewheel-Britannic which was ancestor of line, to a model Queen Mary. ich, though twenty-one feet long, probably as miniature as so e a ship should get.

Barre, Vermont—the vast and some Rock of Ages granite rry on Quarry Hill. Between t and four on week days, and t and twelve on Saturdays, pany guides will escort you to ice safe platform from which can watch them hoist 35-ton ks from the depths. Guide servpost cards, literature, even enir granite, are free.

Chicago—the First U. S. Interonal Trade Fair from August Make the most of the fact here, for the first time at such ir, the public is invited. Pubisiting hours are limited to ngs and week ends, exhibits at which you are welcome are limited to those at Navy Pier, and you can't buy anything. But you will be rewarded by a first and perhaps a unique opportunity to view the proudest achievements of some forty nations in clothing, fabrics, china, furniture, food, and gift wares.

In North Carolina—be on the lookout from mid-August on for the many events attending the tobacco harvest in that state's pleasantly rolling central and eastern sections. One of the most popular, for instance, are the guided tours of the tobacco auction warehouses you'll find at Wilson from August through November.

In California—get in on at least one of the many exciting yachting events, such as:

The Southern California Yachting Regatta, August 5-11, during which some 350 craft will assemble at San Diego for daily racing events.

Newport Harbor Yacht Races, August 5-20, 25-27, among these the small boat and Southern California championships.

The Frank Kelley Jr. Trophy handicap sailing race from the Coronado Yacht Club in Glorietta Bay to the Coronado Islands and return, August 12-13.

Reading

Visit Argentina, by Lyn Smith Manduley, seventh in a series already covering Brazil, Colombia, El Salvador, Honduras, Nicaragua, and Venezuela, and soon to include Haiti. An unpretentious

(*Continued on page* 125)



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The three glassware pieces shown here were chosen by the selection committee of the Museum of Modern Art as examples of some of the best in modern design for home furnishings in 1950. Designed by Winslow Anderson, they represent a combination of the modern touch with one of the oldest of arts—glass blowing. All Blenko glassware is handmade and has the charm which is imparted to it by the skilled artisan. Though not produced in volume, the many types of Blenko glassware can be seen at better department stores and gift shops. Write for catalogue showing the complete line.

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LITTLE PIANO—TAKE A BOW!

CONTINUED FROM PAGE 59

century English cabinet-makers, Chippendale, Hepplewhite, and Sheraton, are well represented in modern small pianos. Louis XV and Queen Anne are popular designs if you like things a little on the rococo side. Recently, there have appeared small pianos in French Provincial designs. Then you can find Regency models, Georgians, and Duncan Phyfes. Some makers show Swedish Modern models, though they are a little extreme for some buyers. Small pianos are also available in case coverings of what the makers call plastic fabric.

Don't worry if the legs of some small pianos appear fragile, unless you permit Junior to beat your furniture with his baseball bat. The legs are not functional, like those under your chairs. Piano legs are installed so that you won't think the instrument will fall over on its face. The weight of a small piano is concentrated back of the keys.

Musically, the small pianos—spinets, consoles, and verticals—reflect the late acoustical developments in the engineering laboratories of leading makers. For over a half century, the piano-factory technicians had the advantage of long strings and big sounding boards, characteristic of large pianos, in their sincere efforts to produce bigger and better tone. When the American housewives demanded pianos with less lumber and more eye appeal, the makers were confronted with new acoustical problems. It is only necessary to compare the small pianos of today with those newborn 15 years ago to realize how the engineering culturists in the piano factories have improved the voices of the youngsters.

The early piano makers in America sought and achieved an orchestral tone, so called, of greater majesty and sustaining power than prevailed in Europe then or since. This orchestral tone reaches its highest development in concert grands, approximately nine feet in length. In fact, it was created for those very instruments whose use is confined largely to the concert stage by top-flight pianists.

Professional pianists, as well as top-flight amateurs, who like to play a Beethoven concerto with muscles sufficient to make the living-room windows rattle, like this type of big orchestral tone, which

(*Continued on page 126*)

PHOTOGRAPH BY MAYNARD PARKER



A niche can be your miniature music room! This one, too deep for a bookcase and impractical for a sofa because of its proximity to dining-room door, is ideal for the spinet, which is out of the way yet handy. It's in one of three Pace-Setter houses on exhibition at San Mateo, Cal.

HOW TO LEAVE IOME AND LIKE IT

CONTINUED FROM PAGE 123

useful forty pages' worth, in-ding know-how on entry require-nts, currency, customs, what to ar, eat, and buy, a number of ommended itineraries, a map, a bibliography for additional ding. Any book in the series ilable from the Travel Division, American Union, Washington D. C., at 15 cents each.

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ansition

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Cruises coming up

If, at this point, you've had enough summer for a while, why not take your winter cruise in the fall, when it's not summer but spring in the southern hemisphere? For instance:

Around South America—From New York, October 5, Thos. Cook & Son's Autumn Cruise-Tour, 54 days, $1,861 inclusive. By "S. S. Uruguay" to Trinidad, Rio, Santos, Sao Paulo, Montevideo, Buenos Aires; overland via the Argentine and Chilean Lakes to Santiago, Vina del Mar, Valparaiso; then home again on the "S. S. Santa Isabel," visiting Antofagasta, Callao, Lima, Guayaquil, Buenaventura, the Panama Canal, and Charleston.

Around Africa—From Antwerp and Southampton (one day later), Holland American Line, "M. V. Jagersfontein," October 12, "M. V. Klipfontein," November 9, 78 days, from $605 to $1,097. Visits Teneriffe, Capetown, Port Elizabeth, East London, Durban, Lourenco Marques, Beira, Mozambique, Port Amelia, Dar es Salaam, Zanzibar, Tanga, Mombasa, Suez, Port Said, Genoa, and Marseilles.

Around the Pacific by air—From Los Angeles, September 16, Hemphill World Cruises, 68 days, $3,590 plus tax. See Alaska, Japan, Hong Kong, the Philippines, Siam, Singapore, Java, Bali, Australia, New Zealand, Auckland, Fiji Islands, Hawaii.

Everybody's playground

Even if you never leave the main highway circling the 1,000 miles around Lake Michigan, you would quickly understand why so many vacationers contentedly return to Michigan and Wisconsin vacation spots year after year. And should you take time to leave the highway, to go by boat from Mackinaw City to Mackinac Island, for instance, or cross the Upper Peninsula to the Sault or any of its Lake Superior resorts, or drive west into the lake-spattered Indian Head section of Wisconsin, or north from Green Bay into Door County, you yourself may become an addict.

This is friendly, folksy, unpretentious vacation country, where kids learn to fish young, grandchildren carry on in the summer homes their grandparents built, people sing around campfires at night, and a luxury hotel is luxurious merely by comparison with hotels less so. There are, moreover, few areas in which you can find the hot-weather comfort afforded by the east shore from Benton Harbor north, or the

(*Continued on next page*)



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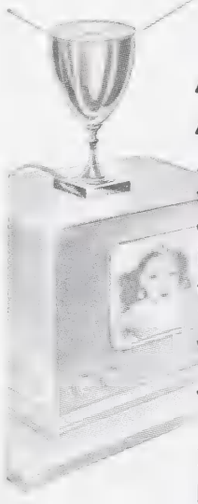
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CONTINUED FROM PRECEDING PAGE

relief from hay fever made possible at Mackinac Island or in the Upper Peninsula. And there are those who say there's no better fresh-water fishing than in the myriad lakes of the Mid-West's North Woods, and proclaim that the whole world offers no prettier, safer, smoother, and altogether usable beaches than those of Lake Michigan. It is, also, an especially easy area to get around in. You can plot your way in advance by addressing inquiries to the West Michigan Tourist and Resort Association, Rowe Hotel, Grand Rapids; the Upper Peninsula Development Bureau, Marquette, Michigan; the Recreation Publicity Division of the Wisconsin Conservation Department, Madison; or by visiting Michigan Tourist Council offices in Chicago, Cleveland, Detroit, or Lansing. Or you can pick up information as you go, from any one of the Michigan State Police Posts along Highway 31 on the east shore, Highway 2 across the top, and from the Chambers of Commerce in most of the Wisconsin towns you will be passing through on the west shore. Bet you'll be back next year!

LITTLE PIANO—TAKE A BOW!

CONTINUED FROM PAGE 124

is available only in grand pianos of generous size. Such tone is not necessary, and frequently undesirable, in the living room of your home. It is not a question of whether the tone of the spinet is equal to the tone of some other type of piano: the question is, does the tone please you and is it sufficient for your purpose? If so, and if you like the design, it is the piano for you. Rest assured that a well-made spinet will prove just as durable as a well-made big piano.

The words—spinet, console, and vertical—are used interchangeably to designate certain types of small pianos which bear no resemblance to the upright pianos of yesteryear. Hence, it is impossible to define spinet, console, or vertical, as representing distinct types or sizes. They range in height from 36 to 41 inches in most cases, although some are available 43 inches high. The other two dimensions are fixed within close limits for functional reasons. This discussion concerns only full-scale, 88-note pianos. If you want an extra piano for the rumpus room or the game room, you might like one of the 64-note or 72-note pianos which may be had in any color of the rainbow.

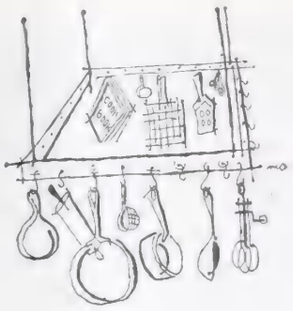
The first of the new small pianos were called verticals by a common consent and were larger than those of today. As they were reduced in size, their popularity increased. Then someone gave the smaller ones the name spinet, which was one of the early keyboard instruments, an ancestor of the piano. The word had been adopted by desk manufacturers but is now back home in the piano industry.

The appeal of the piano tone is just as personal as the appeal of an oil painting. Professionals who make their living playing or teaching the piano do not agree as the type of tone best suited each. Many shoppers acquire an acute attack of inferiority complex when they approach their piano purchase. This is wholly unnecessary. You are going to live with your piano, and it is you who should be pleased. Buy the piano that pleases you if you would be happy ever afterward.

It is well to arrange with the seller of your piano to supply you with a tuner-technician to service the instrument at regular intervals—three or four times the first year when it is becoming acclimated to the atmospheric conditions in your home. Remember your piano is basically an instrument made of wood. If an old-time tuner who has been servicing big pianos for a half century, mutters in his beard when he sees your spinet, don't pay any attention to him. Servicing a spinet, particularly the action, involves new techniques. Most tuners have mastered them, but some have not and don't see why they want to. Treat such a tuner as you would an automobile mechanic who grumbles at your automatic gear shift.

GIVE your spinet the same care as you would any other type of piano. If the case becomes soiled, wash it with tepid water and a mild soap, using both sparingly. The case is furniture and is comparable to a good furniture polish. Clean the keys with a damp cloth. They are probably plastic, although they may be ivory, cut from the tusk of an African elephant, which is more absorbent and colors more easily. Certain pianists still prefer ivory, claiming it feels better to the fingers but it's a moot point.

Pantry shelf news



by Julie Polshek

ust in time for these hot days hen salads hit the spot like no her food. comes a fascinating 00-page book filled from cover cover with hundreds of recipes r every conceivable kind of sal- l and salad dressing. plus inspira- onal suggestions for creating still hers and ways to artfully use mbinations of leftovers for salad rposes. It's *The Salad Book*. the st culinary contribution by the te Louis DeGuoy. world-renowned ef. His book is its own best proof his contention that the salad is e most versatile of all cookery. fers the widest scope for using all anner of foods interestingly and aginatively. and far and away e greatest opportunity for any- e with imagination to create a lorful and artistic food master- ece that brings equal delight to e and palate. There's nothing to with DeGuoy's wealth of recipes d garnishing ideas to guide you. There are entire chapters on getable. fruit. aspic. and main- urse salads—some simple. some otic; a revealing chapter on sal- ad condiments. spices. and herbs. The chapter on salad dressings is a 50-page treasure-trove of recipes such as you'll find nowhere else. DeGuoy justly believed that the dressing is the final triumph of any salad. The book is filled with fas- cinating and practical treatises on this. and other phases of salad- making. It's a book worthy of a preferred niche on the shelf of any cookbook collector and epicure. It costs $3.50 (plus 15c postage) from Vendome. Inc.. 415 Madison Ave. N. Y.. N. Y.

The matchless flavor and quality of Vermont's maple syrup is an old story. But some of the other maple delicacies made from the sap of Vermont's famed mountain-side maple groves are not as well known as they deserve to be. All of which leads me to some delicious ex- amples of these lesser-known maple products that found their way to my desk from John Shelby of Barre. Vermont.

One is a pair he calls Cream 'N

(*Continued on page* 132)

Sohmer... THE MUSICIAN'S CONSOLE
with more than 85% Grand Piano String Distribution
"The most impressive achievement since the advent of the Spinet"



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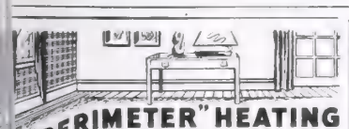
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Enjoy Organ Music at Home

New electronic organs—compactly sized for today's homes—provide a wide range of musical entertainment

by Richard Williams

Pan fell in love with a nymph. She besought her sisters to change her into a river-reed. Pan cut the reed and fashioned from it a series of pipes on which he played sad tunes. The Pipes-of-Pan are the ancestor of the mouth organ, which is the ancestor of the full organ.

Mozart thought that "the organ is the king of the instruments." Used in the church—and in the Eighteenth Century it was in the church that most music was played—a rich and great repertoire was developed for this kingly instrument.

But only a few super-wealthy homes could afford to install the standard organ, which may cost anywhere from $6,000 to $200,000. What's more, your home or mine has not space to house it. Never

PHOTOGRAPHS BY EZRA STOLLER: PICTOR



The new electronic organs are designed especially for the home. Their spinet-like shape fits comfortably into living room, game room, or hall way. They are simple to install, cannot get out of tune, and are built to last as long as your love of music. The organ is a rewarding hobby



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Adults and children alike enjoy the organ's wide range of sonic effects. There's nothing complicated about it. If either you or your children can strike the right keys on a piano, it's a simple trick to master the organ's almost endless tone combinations. No virtuoso "touch" is required.

eless, the standard organ in our ntury is busier than ever. It now ads a double life, like Dr. Jekyll nd Mr. Hyde. It has continued to ve in the church, but its new abitat is the movie palace where is made to produce some garish nd vulgar tricks.

About 15 years ago, there came to being a new kind of organ—e designed for the home. This me organ is a smaller and far s expensive instrument. It is no nger a pure wind instrument, but oduces its tone through a elec-nic principle, which I do not derstand and have no intention explaining. Now the organ is no ger either Dr. Jekyll or Mr. de—but Mr. Pickwick, a solid, ertaining and lovable citizen, y welcome in a small home. Like ancient relative, it produces at and glorious sounds.

he new electronic organs can-get out of tune, need little ntenance and are built to last ugh the years. They have ved popular because it is pos-e even with scanty technique produce on them satisfying ic. Play it, and you have the ion of commanding a whole estra. You can mix different timbres and tone color. It can thunder like the brass or sing as sweetly as soprano. If you know how to play the piano but a little, you can impress and entertain your friends. The natural resources of the instrument— the richness of color to which I have alluded—cover up your lack of skill. (You must *still*, of course, play the right notes!)

CHILDREN love to play on (and with) the home organ. I have known cases where children, who looked somewhat disdainfully at the prospect of a "musical education," became fascinated by this curious "double piano" with the two keyboards. They like to press down the keys and hear the swelling tones peal forth. The sheer beauty of the sound, as well as its volume, appeals to them as much as it does to adults. To children, it is an intriguing gadget.

The fact is that these instruments have stimulated the playing of music—in homes which like popular music, in homes devoted to the classics, and even in those homes where the player's fingers wander idly over the noisy keys in search of the lost chord.

COMPLETE your home entertainment picture



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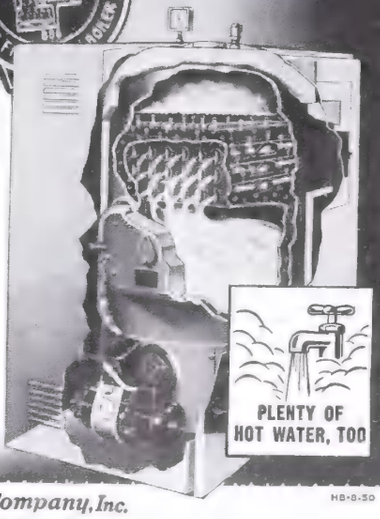
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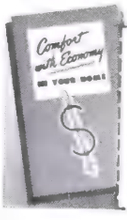
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Wire your house for sound

CONTINUED FROM PAGE 67

There's nothing complicated about the built-in system. It has the same basic parts as the ready-made radio-phonograph. They're called "components" and consist of the radio tuner, the record player, the amplifier, and speaker. The big difference is this. You select the parts for your built-in system. You get the chance to buy better ones—*high-fidelity* components that reproduce the full range of audible sounds from the 20 cycles per second bass notes up to the 20,000 cycles per second in the treble. Parts in the ready-made sets don't handle this wide a spread, so you miss some sound at both ends of the scale.

Custom installation of components—building them into your house—not only gives you higher fidelity, more convenience of operation, but more economy than ready-made sets, if you do it right.

Suppose, for instance, you once bought a ready-made AM radio, and now you want to add FM or TV. Ordinarily, you just buy a complete new FM or TV set—paying for extra, unneeded amplifiers and speakers. But if you buy components alone, you need get only what you don't already have—no duplication. Simply hook the new equipment up to your present amplifier and speaker(s).

This is to cast no adverse reflection on ready-made sets of any kind. These have provided excellent service to millions of families over the years. The point is: For the same money you can buy even better components and install them yourself. If you have no mechanical ability, you can hire a competent serviceman to do the job for you. This labor costs about $3.50 an hour, and the average technician takes around three hours to install a fairly simple system. Manufacturers of components have been very diligent in turning out instruction leaflets written for laymen.

As to cost of components: You should be able to install a complete AM-FM radio-and-record player anywhere from about $200 up to $5,000. Typical prices of AM-FM tuners are $100, $140. Record changers range from a three-speed one at $48 to the one that plays 10 records and costs $1.797. Amplifiers range from $24 to $400, whil





Built-in components are an integral part of music corner in this large living room. Heart of system is in cabinet shown open at left. Control and record-player are here; record storage above them includes worktop for sorting records. Loudspeaker is diagonally across room as shown at top of opposite page. This installation is in home of designer Cliff May.

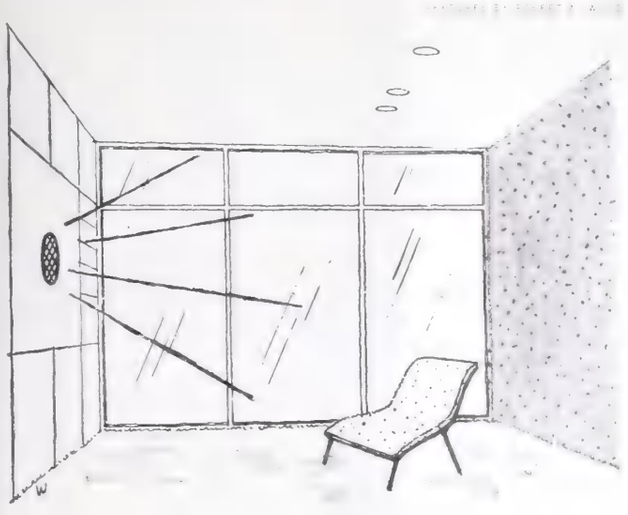
high-fidelity speakers vary from $18 to $2,000. This is a diminishing-returns kind of thing: The $2,000 speaker is, of course, better than the $18 one. But the $18 one remains a very excellent speaker for normal use. Installed correctly, with good acoustics, it will give you a full $18 worth of sound—far more than you can get out of a lower-fidelity speaker in a ready-made cabinet placed for decorative effect alone, in a room with unplanned acoustics. Don't forget that even the best of speakers in a poor acoustical setting can give you only mediocre sound reproduction.

Acoustics

A room can be either too live or too dead. Acoustics make it right. The three little sketches on page 132 show you how to control reverberation. Your ear will tell you when you've controlled it *enough*.

To widen a room sonically, face speaker toward a dead wall (sketch below). Incidentally, this also reduces the over-all sonic level in the room. Don't worry about sitting in front of the wall—you're dead too, sonically. It is worth noting that if you are planning an openable glass wall in your room—for daylighting, solar heating, and amiable indoor-outdoor relations—such a wall can easily double as your dead wall! When it's open, it's 100 per cent dead. Closed and fully draped, it's nearly as dead. In warm weather, open it up and take your music on the terrace—without having to install an outdoor speaker.

Only with components do you get the chance to install your speaker correctly. It should be at approximate ear-height, across the room from its several listeners. Best place is right in the wall—then the wall and the entire contour of the room serve as an "infinite baffle," to prevent interference from sound-waves behind the speaker. If you can't put it in a wall, a closet door will do. In an existing house, don't try to break into any walls. It isn't worth it. To prevent accidental damage to your speaker, cover it with a *plastic* grill cloth. (Lint and vegetable fibers of other fabrics soak up high notes.)



This simple acoustical trick will make a 9-foot room as wide as 24 outdoors, sonically: Speaker in storage wall at left faces sound-absorbent wall at right. You could use acoustical plaster or tiles, carpeting, fabric, thermal insulation board, anything to soak up sound.

If you are so intense a listener you can't concentrate on other things, yet would like the relaxing effect of faint background music while you work or talk—try this trick. Heavy drapery covers speaker whenever you want just background music. You are no longer conscious of the source; you hear only soft music, as from a distance.





PHOTOGRAPHS BY ROBERT C. CLEVELAND

Now, acoustics merely control sound *within* a room. To eliminate disturbing people in the next room, you need sound-*insulation*. Ordinarily this is expensive—but with components, you get a wonderful possibility: For several reasons, you need an absorbent-lined chamber (the bigger the better) behind your speaker. Expand this chamber to become a double wall, and you have *an efficient sonic barrier to keep music in the music room.*

You can see that all these things, so necessary for fidelity, are practically impossible to do with ready-made sets. Actually every new house should be wired for sound. Ideally, this means architect, owner, and sound engineer should all work together in the preliminary design stage. (Note in the third sketch, page 132, that room-*shape* greatly affects its acoustics.)

Now for the good news: If you're planning a new house, you may be able to finance your built-in equipment along with the house. What about when you move, ten years from now? Well, would you want to take the *windows* with you? A sound system specifically designed for a specific house is in the same category.

In buying components, let your ear be the judge—just ask for a demonstration. To this end, one

(*Continued on next page*)

The woman who chooses well



Church Pearl Seat
No. 840

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For *complete* information on keeping your pool water sparkling clean, send 10¢ (handling cost) for "Swimming Pool Handbook."

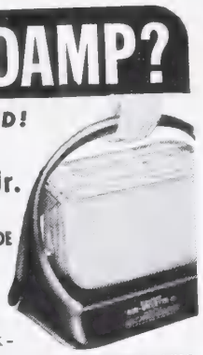
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WIRE YOUR HOUSE FOR SOUND

CONTINUED FROM PRECEDING PAGE

components salesroom in New York has a setup where you simply flip switches to hear any of 2,600 possible combinations.

In designing your installation, you should definitely get expert help, to insure all the possible electronic and acoustical advantages at least cost. In all large cities there is at least one organization which sells quality radio-phonograph products, and these organizations have qualified men who can advise you. Intelligent people don't build homes without consulting architects. So get "sound" advice.

Convenience of operation

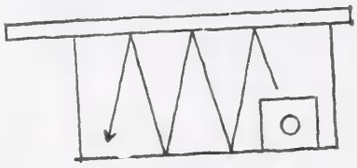
If your facilities are not arranged for convenient use, you won't bother to use them. With components, you can have the speaker across the room where it should be, and still locate controls at your finger tips. (Put them in a vertical surface, rather than horizontal, to minimize dusting.) You have the opportunity, at least, to plan ample record storage along with your built-in record player. Give yourself a handy counter top for sorting, and plan lighting so you can read the titles. You can easily pipe music from the master unit to other speakers in other rooms (sketches on page 67). One sound engineer has even worked out a dial system of remote control for such subservient speakers. You simply dial the program you want, just as you would on an ordinary telephone dial. This engineer is currently working on a process to add television to his dial setup.

Modern music demands components

New ideas in musical expression are *demanding* better acoustics and sound systems in our homes. Since most rooms are so bad acoustically, it is no wonder many people think Stan Kenton, for instance, is all blare. We just don't have 1950 rooms to listen to 1950 music in. Music, like many other things, is way ahead of residential architecture. We need rooms that can take a deliberately sudden trumpet blast and a gentle clarinet sub-tone equally well. And such extremes of dynamics are not at all confined to jazz. Listen to *Valse Triste* by Stokowski and the Philadelphia Orchestra. With poor acoustics its tremendous crescendo will almost shatter the pictures on your wall, while other spots fade out completely—at the same volume setting. And if the recording engineer had modified those extremes while cutting the master disc, he would have removed part of the genius Stokowski put into it.

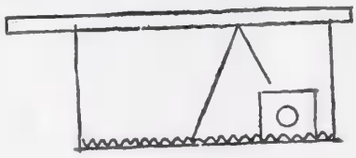
It all adds up: Sound should be an architectural part of your house. For this is the only way to enjoy music at its best.

This room is poor sonically



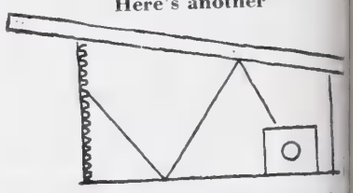
Reverberation occurs where two parallel surfaces are smooth, hard, sound-**reflective.** This happens in all three dimensions in most bathrooms and kitchens.

Here's one way to fix it



To dampen reverberation, make one surface soft, woolly, sound-**absorbent.** Commercial acoustical material on ceiling would do same job as carpet here.

Here's another



Making surfaces fan out toward a third, sound-absorbent one does the trick. Here sound waves are directed to draped wall. Ceiling simply follows roof line.

PANTRY SHELF NEWS

CONTINUED FROM PAGE 127

Sugar. The cream referred to is a creamy, velvet-smooth maple "butter" that's just the right consistency to spread easily on sandwiches, waffles, and pancakes, and to use for frosting cakes. Its mate is sap syrup made into flavored maple granules that can be sprinkled on toast, apple pie, fruits, and cereals.

John Shelby has a second pair, dubbed Sugar 'N Spice, which combined one jar of the aforementioned granular maple sugar and a jar of granular maple sugar spiked with just enough cinnamon to add a spicy fillip to the more subtle flavor of the maple. Next there's a real old-fashioned soft maple sugar, coarse and firm in texture and especially pungent in flavor, that's particularly good for use in dessert cookery. The final member of this group of maple specialties is a slow-aged maple vinegar—something I didn't know existed, frankly. A whisper of maple flavor wafts delightfully through its zesty yet mellow tang. Use it as you would any vinegar. You'll like the extra something it gives a tossed-salad dressing.

Cream 'N Sugar (1 lb. cream, 7 oz. granulated sugar) costs $2.50; Sugar 'N Spice (7 oz. each), $2.25; 1-11b. carton soft maple sugar, $1.40; two ½ pts. maple vinegar, $1.75. (Prices west of Miss. River: $2.65, $2.35, $1.50, $1.85, respectively). All from John Shelby, Barre, Vermont.

Until a sample of Bowl & Cruet Virgin Peanut Oil came my way for consideration, I'd fight anyone to a draw on the unequivocable superiority of fine olive oil for salad dressings. But after a little dilly-dallying, I put my bias behind and gave the peanut oil a hearing in the salad bowl. It ca through with flying colors proved itself to be as fine a sa oil as the most critical palate co ask for. Its delicate, nutty flavo truly delightful. It just goes to s that foods, like all else, should ways be approached with an mind.

The select peanuts from w this elite oil is made are h sorted, and shelled just b they're used. They're presse small quantities, in rotary cru that treat them with the gentl needed to produce a fine The oil goes into cans just filters from the presses—tru gin oil, of exceptional quality. pint can costs $2.00, from Ry Products, Inc., Hardscrabble Pleasantville, N. Y.

THERE'S A GOLD MINE UNDER YOUR HOUSE

CONTINUED FROM PAGE 94

Why is a basement damp? If ground water leaks in through the walls or floor, that's one thing. To correct it, you've got to check drainage and waterproofing *outside* the basement. But the more usual moisture problem is caused by airborne dampness *inside* the basement. It is a summer thing. Warm, humid summer air touches the cool walls and floors of the basement. A film of moisture forms on the cool walls and floor, precisely as such a film forms on a glass with an iced drink in it. Keep that clearly in mind. What makes a basement damp is (1) warm, humid air touching (2) a cool wall.

But cool walls are just what make a sunken living room so nice and cool, in summer. Hot, humid air is just what makes you wish for a cool place! Do we have to take dampness and musty odor, if we want coolness? Well, it all depends on local climate.

In some places—Southern Florida, for example—the summer air is so moist that a film of water forms generally on anything that's cooler than 70°. People sometimes get damp floors, etc., *above* the ground, simply because the structure of the house has cooled off a little over night. People there don't often want underground space, let alone live in it.

In some places, for example El Paso, Texas, summer air is so dry that you never get condensation. Well—hardly ever. You may get an unusually humid day once in a while and moisture may form. But that does no harm. It is steady dampness, combined with steady heat, that grows the molds and causes the smell. So in El Paso, you get the coolness (and it is most welcome) without any problems attached.

Then again, there are places like, say, Palo Alto, California, where the underground has nothing to offer. The above-ground climate is so nice and mild you don't need any help.

In most of the climates of the U.S. the underground offers real help. You ought to use it. But if you just barge in and dig a hole, you may get a damp one. In most parts of the U.S. an ordinary basement should be engineered. A sunken living room definitely *must* be engineered.

The engineering revolves around two ideas: (1) You control the temperature of wall and floor. You make them cool, but not so cool that water forms; or (2) you dry the air that gets into your underground room.

(Continued on next page)





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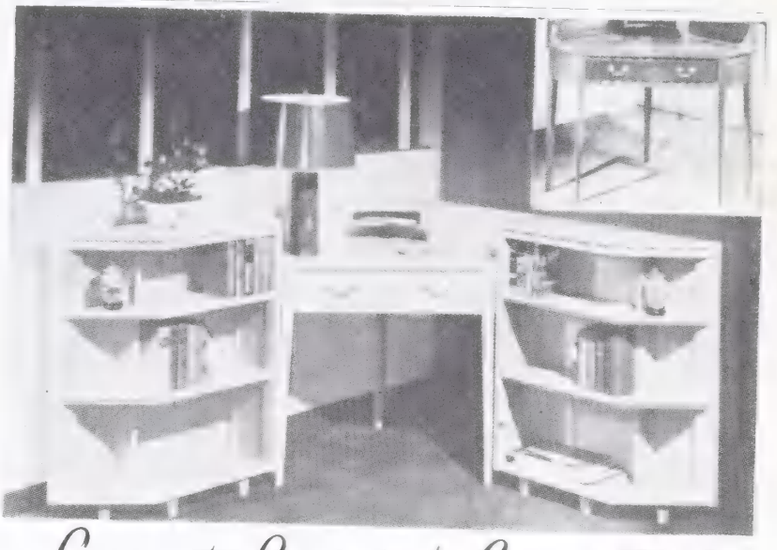
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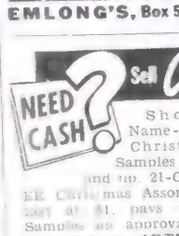
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THERE'S A GOLD MINE UNDER YOUR HOUSE

CONTINUED FROM PRECEDING PAGE

First: The deeper you dig, the cooler (in summer) is the earth, down to about 20 feet. Therefore, the more deeply sunken your room, the cooler its walls and floors. So, in the same town, a moderately deep (and, therefore, moderately cool) sunken room may be dry. A deep, very cool one might be damp. But, of course, wall construction also has an effect. The coolness of the earth outside seeps in more readily through a thin wall than through a thicker wall, more readily through an un-insulated wall than through one built of the new fluffy kind of insulating concrete. Main idea: Don't have the inside surface of the wall *too* cool, and you won't have dampness.

"But that's stupid," you say. "That's killing the goose. If you can't have the walls cool, then why fuss with the underground at all?"

But, the problem is not as sharp as that. You *can* have cool walls. Only, you can't use *all* the coolness you *could* possibly get. For every place in the U.S., your architect can calculate how cool your basement walls should be. It depends on the kind of summer air that place gets. How much can you cool that air down before it starts making wet films? The weather bureau calls this critical temperature the "dew point." They would say, for instance, that typical summer air in St. Louis has a dew point of 70°. This means when that air touches anything that's cooler than 70°, it puts a film of water on that thing. Well, we know what the dew points are for typical summer air in all parts of the country. We know what the ground temperatures are. So your architect can design a wall that will be, on the inside surface, just a little warmer than the dew point of the air. Then it stays dry. That's the trick. And remember: "Just a little warmer" can still be comfortably cool—much cooler than the rooms upstairs.

The second way to keep an underground room dry is to *dry the air*. This can be done by chemicals, salt-like substances that soak up moisture. But, at present, chemical drying machines are mostly industrial. Residential models have a limited capacity and would work best in basements where the windows are kept closed

For a sweet-smelling sunken living room, you could also dry the air by running it through another type of machine. These machines are actually compressors designed mostly for air-drying and little or no cooling.

"But," you say, "if I have to use complicated machinery, then why bother with sunken rooms? Why not simply air condition the house and let it go at that?"

Answer: Because it takes a big unit, expensive to buy and expensive to run, to air condition a room that's naturally trying to be hot. It takes a small unit, cheap to buy and cheap to run, to air condition an underground room that is trying to be cool anyway. If the sunken room needs air conditioning, it is equally true that air conditioning needs a sunken room.

HOUSE BEAUTIFUL believes this is something to think about long and hard. Surely air conditioning rank with the telephone and the automobile, the serum and the vitamin among the most remarkable advances of the last 100 years. You don't have to think of its effect on opening new parts of the world for white settlers. We, right here, live (in summer) in one the hottest countries on earth. The toll we pay to heat, in energy health, work done, etc., is terrific But people have hung back on air conditioning for the home because of the expense.

Well, you *can* afford air conditioning—in a sunken, ground-cool room. We predict you'll be surprised when you investigate the possibility.

More Americans use the underground than you would think. Brood the subject up, and you'll find cases right among your friends, and their friends. A businessman has fixed himself up a bedroom-and-bath in his basement. A lady says, half laughing, half complaining—"Mary has the best room in the house. Mary is the maid. Her room is in their basement, and it's true, it's the coolest room in summer, the warmest in winter. Houses in Michigan have "summer kitchens" in the basement. People in Nebraska have been living underground for years.

And so it goes. But, funny thing, it's usually "unofficial." People think they are doing it to use waste space, or to get away from their own too-fussy furnishings upstairs, or to get away from teen-age parties, calls and parties. Or, if they frankly do it to keep cool in summer

they think of it as an emergency thing. It sort of doesn't count. Like a southern girl I know. She drags an easy chair down to the basement and spends hot summer afternoons reading by electric light, between the coal bin and the laundry tub. But if you asked her: "Do you think a house should have an underground living room?" she would say, "Horrors, no!"

But some people do it officially—openly. There are now probably a dozen outright underground houses in the country. I mean houses that have their normal, year-round, living quarters underground. The most interesting is one in Youngstown, Ohio. This is because its owners, Mr. and Mrs. Hildemar Johnson, did *not* build it. They have no axe to grind. Its builder, a prominent engineer, had to leave it and move to a different part of the state and is now planning another such house. The Johnsons, who live there now, were simply house hunting, right after the war. They found a small house that miraculously was empty. They peered in by the window, decided it would barely do, and hunted up the agent. Only then did they find the underground part, twice as large as the top part! They rented it, lived in it for a year, liked it, and bought it. They still like it.

This house is radically underground. It has forced ventilation with air drying, which they run few hours a day in summer). It s no natural light downstairs! ut they say it lives up to all Dr. ple's claims. It's cool in summer, rm in winter. It is quiet both ys: Other people don't bother , and your party noise doesn't her them. The Johnsons lead in he normal life that goes with a her large house in an American n. Mr. Johnson, a graduate of orge Washington University Law ool, is in the automobile busi- s on a substantial scale. Mrs. nson, a graduate of Miami Uni- ity, Oxford, Ohio, is active in League of Women Voters and r civic affairs. They are raising attractive girls. Their Great e, too, seemed happy in his erground home. You know, you may fool people with theories about comfort but you can't fool a dog.

"But still," you say, "those people *must* be. . . ."

"Of course, everyone thought we were nuts," says Mrs. Johnson. "But now that we've lived here a few years and they have been to parties here, they begin to see the point."

What is the point?

It differs slightly depending on whether you live in an existing house or are building a new one.

If you live in an existing house (in the zones where the ground temperatures are favorable for use), consider enlarging your basement windows to let more light and sun into the basement. If it is light and cheerful, you'll gladly use this buried treasure.

If you live in areas of high summer humidity, then consider installing dehumidification equipment in your basement to cure the dampness and moldy smell. For, in your case, light and sun alone will not be enough. You'll find that for a not-too-staggering sum you can develop a new livable room that will be a godsend in summer.

If you are buying land for a new house, try to buy a piece with a slope, and place your house so that one wall of the basement can be above-grade. Then you'll have a made-to-order situation for creating a room with a stabilized climate. If you live in the flat plains, where no slopes are to be had, consider excavating a hole bigger than your basement is to be, and developing a sunken terrace below grade, similar to the one illustrated on page 93. It will gain you much, at very little extra cost, for excavation at the time of building is not costly—viewed in the light of providing one extra room.

Editor's Note:

Here are five manufacturers of compressor-type dehumidifiers:

Carrier Corporation
Syracuse, N. Y.

Chrysler Air-Temp Sales Corp.
Dayton, Ohio

The Ebco Mfg. Co.
Columbus 8, Ohio

Frigidaire Div.
General Motors Corp.
Dayton 1, Ohio

The Nash-Kelvinator Corp.
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Large-size silica gel dehumidifiers are made by:

Day, Merritt & Sullivan, Inc.
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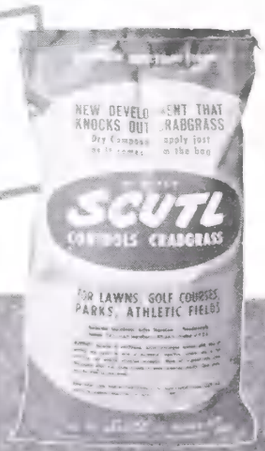
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The LOG of the Practical Gardener

Grass

Letting the lawn "make a little extra growth" in the spring always leads to a midsummer weed problem, amply demonstrated this year on my own lawn that got too tall before its first cutting of the season. I was out of town for two weeks and now I'm paying up for failing to treat the grass right.

Bloom

The apple blossoms in Rhode Island were the most abundant I've seen in years. Mother's terrace-shading Greening apple was so spectacular in bloom that I wished it could have been seen by some of those who find it fashionable to scoff at the homey apple as a garden flower.

Mid-century Hybrids

Try to get a look at the fine new American lilies that have been originated in Oregon recently. Look for the *Mid-century Hybrids*, especially "Enchantment," the first American lily to win an award from the British Lily Society. I saw acres of them last summer in Jan deGraaff's fields near Mt. Hood. Wayside Gardens of Mentor, Ohio, is the retail distributor.

180

180 members of the Men's Garden Clubs of America traveled to California in April for the National MGCA Convention. They visited the California Spring Garden Show, and then spent three days visiting gardens in the Oakland-San Francisco area. There's no better way to get ideas for your own garden, ideas made for the American way of life instead of Europe or an out-moded life. Next year's convention meets in Detroit.

Show

I'll soon be on my way to the San Mateo (California) Floral Fiesta, one of the best small garden shows in the country. Dates this year are September 8-14. If you attend, plan also to visit the three HOUSE BEAUTIFUL Pace-Setter houses and gardens, located on the corner of Hillsdale Boulevard and Alameda De Las Pulgas in Hillsdale, San Mateo, Calif. If you are near Philadelphia on September 7 or 8, look in at the dahlia and fall flower show of the Pennsylvania Railroad Garden Club at the 30th Street Station.

More wearing

More people than ever wear flowers everyday, but still far too many gardeners don't bother to get this extra enjoyment from their efforts. It's easy and takes only

a few minutes to fix the flowers. Look back at your June issue, page 142.

Super roses

Any rose that blooms well in the heat of August is a super-rose. Look at the "all-time top 10" and you'll see why they scored so highly with the All-America judges: Charlotte Armstrong, Forty Niner, Katherine T. Marshall, Mirandy, Nocturne, Peace, Rubaiyat, San Fernando, Taffeta, and Lowell Thomas.

Iris

August is the time to plant iris. Last spring I was fortunate in visiting six famous iris gardens: Cooley in Oregon; Milliken, Mitchell, and Salbach in California; Cassabeer in New York; and Wittman in New Jersey. The six standouts in the medium-price range were Great Lakes (lavender blue), Melanie (orchid pink), Miss California (rose pink), Orange Glow (orange), Red amber (two-tone red), and Sable (rich purple).

—JOSEPH E. HOWLAND

FRAGRANCE—IS IT A LOST ART IN GARDENING?

CONTINUED FROM PAGE 90

fragrance in your plans? Take the trouble to grow flowers such as mignonette and wallflowers. Add an apple tree or a clematis vine, (or a citrus tree, if you are in a frost-free place). Put the mints, the scented geraniums, the spicy herbs in your garden. Grow these deliciously-scented plants close to paths or terraces where people will feel encouraged to finger the leaves to release the fragrance. For that matter, it's a good idea to keep all fragrant flowers and leaves close to the paths or terraces. Better still, elevate the plants in raised beds to get them nearer nose level.

Floral and leaf scents are not mass-produced, and they often are quite delicate. Don't expect them to perfume a large area. In fact, you should give your fragrant plants some protection from winds and midday sunshine. Winds drive the odors away. Sun-heat burns them up.

JUST a word of caution: Don't over-do perfume gardening. Too much of one odor, or an indiscriminate mixing of odors, obviously is bad. But so is having fragrance every place in the yard. One area needs to be odor-free. Well, not exactly this, since the good earthy smell is inherent in all gardens. And any newly-washed leaf always imports a pleasant after-rain odor not matched elsewhere.

Try a little experiment after the next rain. Look at the garden from your picture window. Then go outdoors and look at it again, this time smelling as you see. You may get a new concept of gardening, experience a new kind of enjoyment.

I COULDN'T GARDEN WITHOUT ZINNIAS

CONTINUED FROM PAGE 87

special skill is required to produce and to harvest seeds, so many people who have no knowledge of how to grow good seed, harvest and sell zinnia seed. Know your source. Much of the zinnia seed, especially that sold as "mixed colors" is simply field collections—junk.

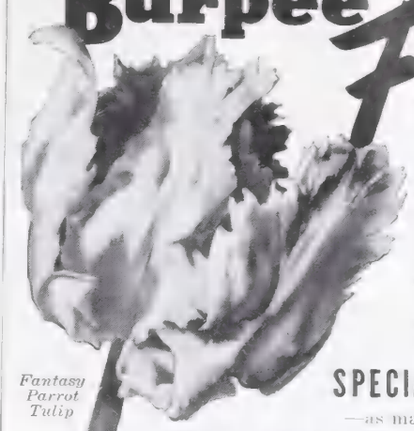
3. Don't waste time trying to start zinnias in cold, wet ground. Start the seeds indoors six weeks before it's safe to sow seed outdoors, and your zinnias will bloom a month ahead of schedule.

4. Insure huskiness in the plants. Seedlings must grow continuously—never get checked. They need full sunlight and ample water at all times. Pinching off the growing tips on the main shoots from time to time encourages branching. This avoids the lanky, floppy growth that falls over during summer rains. The huskiest plants are multi-branched and nearly globe-shape in outline—the result of regular pinching.

5. If you must garden in a windy spot, plan to supply some extra support for your zinnias. Plant them close to a wall, for example, or let them "surround" and lean against fence posts and the rails or wire. If you grow zinnias against walls or solid fences, confine your zinnia growing to a few handsome specimens far enough apart to get sufficient air movement to dry the leaves quickly after rains to prevent chance of mildew. (I emphasize this mildew warning, not because the disease is common, but because the combination of stagnant air and muggy weather can lead to trouble.)

Look around at the flower show put on by zinnias from now to frost. Make a note to include zinnias as a *must* for you next year.

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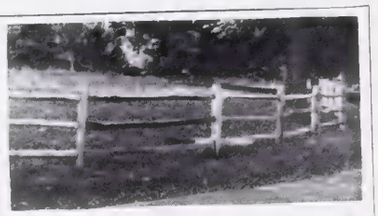
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Home Furnishings

CHINA, GLASS, SILVER & TABLEWARE

124 *Blenko Modern Design Glassware
8 *Reed & Barton Silver Tea Service
2 *Steubenville Pottery—Russel Wright
116 *Strombergshyttan, Swedish Crystal
43 Towle Sterling

CURTAINS, DRAPERIES, UPHOLSTERY & DRAPERY HARDWARE

130 Fielderest Nylon Lace Curtains
119 *Masland Duran Plastic Upholstery

FLOOR COVERINGS (RUGS & CARPETS)

35 *Olson Rugs
130 Priscilla Turner Hooked Rugs

FURNITURE

138 *Baker Furniture
128 Campbell Custom Creations
102 *Craddock Furniture
127 *Extensole Tables
126 Jamestown Marie Paysanne Chair
7 Kenmar Crescent Sofas
109 Kent-Coffey Bedroom Furniture
119 *Masland Duran Plastic Upholstered Furniture
122 *Pace Maker Modern Furniture
100 *R-Way Furniture
133 *Springfield Furniture
118 *Tell City Chairs
124 *Unité Buffet
9 Valentine Seaver Upholstered Furniture
11 *White Bedroom Furniture

LAMPS

126 *Tower Television Lamp

LINENS & BEDDING

Inside Back Cover Fielderest "Luxuray" Blankets

Inside Front Cover Wamsutta Supercale Sheets

MIRRORS

113 *Pittsburgh Plate Glass Mirrors

RADIOS, PIANOS, MUSICAL INSTRUMENTS

115 *Alcoa Aluminum Plates for Pianos
130 *American Society of Piano Technicians
37 *Baldwin Acrosonic Piano
112 *Brook Amplifier for TV, Radio, Phonograph
44 Capitol Records
42 *Chickering Pianos
118 Columbia LP Changer Attachment
122 *Conover Cable Pianos
1 Dumont Television
109 *Everett Pianos
104 *Jesse French Pianos
138 General Electric Black-Daylite Television
116 *Gulbransen Spinet Piano
106 Kimball Consolette Piano
5 Magnavox Television-Radio-Phonograph
96 RCA Victor Television
127 *Sohmer Console Piano
3 *Steinway Pianos
12 *Story & Clark Pianos
129 V-M Tri-o-matic Record Changer
99 Webster-Chicago Electronic Memory Wire Recorder
98 Webster-Chicago Record Changer
101 *Winter Musette Pianos
40 Wurlitzer Home Organ
41 Wurlitzer Pianos

MISCELLANEOUS FURNISHINGS

120 Will & Baumer Taperlite Candles

Housekeeping Equipment

MAJOR & SMALL APPLIANCES

20 *American-Standard Gas Water Heater
112 *Frigidaire Electric Dehumidifier
105 *Hamilton Automatic Clothes Dryer
117 *Permaglas Automatic Electric Water Heaters
127 *Tucker Detergent House Washer
118 Vita-Mix
110 *Youngstown Kitchens Food Waste Disposer

KITCHEN CABINETS

128 *Elgin Steel Kitchens
112 *Lyon Kitchens
127 *Porta-Bilt Custom Kitchens

MISCELLANEOUS SUPPLIES

132 Aristo-Mats
36 *Household Simoniz
133 Spotless Plastic Clothesline

Building

HEATING, VENTILATING & AIR CONDITIONING

20 *American-Standard Wyandotte Winter Air Conditioner
111 *Chrysler Airtemp Home Heating
97 *Dunham Baseboard Heating
129 *Fitzgibbons Steel Boilers
95 *Minneapolis-Honeywell Thermostats
107 *Mueller Climatrol Furnace
127 *Webster Baseboard Heating
125 *Williams Oil-O-Matic Oil Burner

PLUMBING

133 *Case Lavatory
131 Church Seats

WINDOWS & DOORS

13 *Andersen Windowalls
108 *Curtis Silentite Windows
6 *Thermopane Windows
121 *Truscon Steel Windows

MISCELLANEOUS BUILDING

130 *Mississippi Glass
112 *No Drip Tape for Pipes
132 *Solvay Air-Dryette Jr.

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES

136 *Anchor Fences
138 *Dubois Fences
134 *Ru-ticraft Fences

FERTILIZERS & INSECTICIDES

135 *Scott's Scutl for Crabgrass

SEEDS, BULBS, NURSERIES

134, 136, 137 *Ackerman Nurseries
137 *W. Atlee Burpee Co.
137 *Carroll Gardens
134 *Emlong's
134 *Farr Nursery Co.
134 *Geneva Gardens
137 *James I. George & Son
136 *F. H. Horsford
137 *Jackson & Perkins Co.
137 *R. M. Kellogg Co.
134 *Gerard K. Klyn Inc.
137 *Maloney Bros. Nursery Co.
136 *Stumm & Walter Co.
136 *Wayside Gardens
136 *Wittman's Iris Gardens

Automotive

19 Cadillac Motor Car
38 Ford Fordor Sedan & Convertible
10 Plymouth Convertible

Books

Back Cover The Classics Club
27 Greystone Press

Foods & Beverages

120 *Beau Monde Seasoning Salt
126 Bols Gins & Liqueurs
120 Cresta Blanca Triple Cream Sherry
103 Martini & Rossi Vermouth
114 Old Schenley Bourbon Whiskey

Stationery & Cards

134 Artistic Christmas Cards

Travel

123 *Bermuda Trade Development Bd
125 The Greenbrier
125 *Province of Quebec

Miscellaneous

132 *Exalgae for Pools
132 Lowe's, Jewelry Brokers

Department, Furniture, Jewelry & Specialty Stores

14 *J. F. Day & Co.
15 Carl Fischer Inc.
25 Spencer's Silver Suite

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House Beautiful

SEPTEMBER

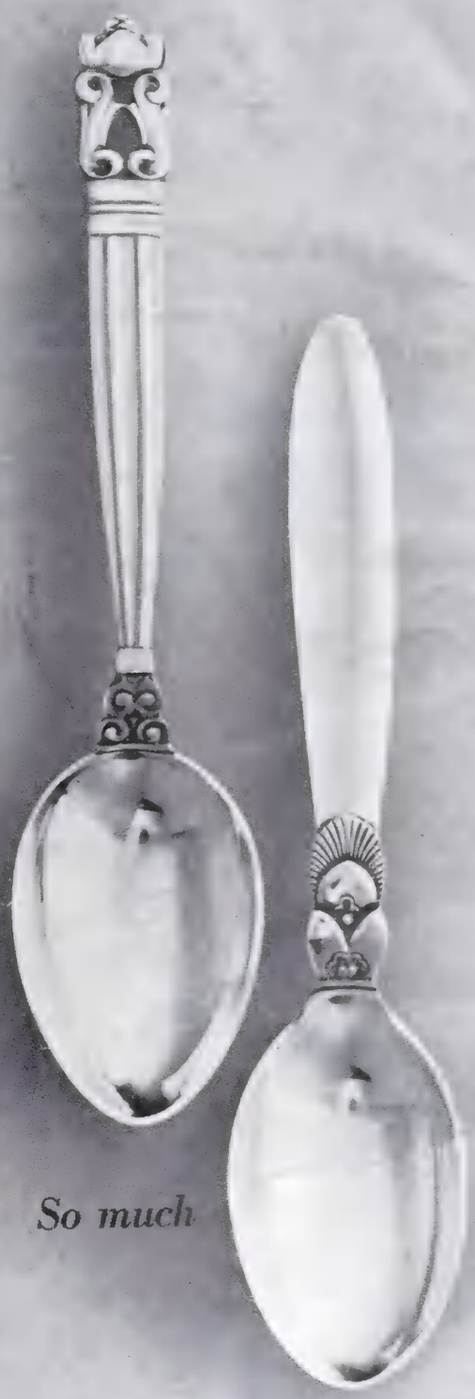
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Dear David:

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■ On our cover: Table set for Sunday luncheon lobster-bisque course on the Arthur Goodfellows' terrace at Pebble Beach, California. A breath-taking view and sea-inspired table accessories make it extra special. Turn to page 92 for the complete story and recipes. Sterling silver flatware is Frank Smith's Fiddle Shell. Color photograph by Maynard Parker.

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Vol. 92 No. 9

SEPTEMBER 1950

THE AMERICAN STYLE
The American Style 79
How American Is Your Way of Living? 80-81
What Is a *Truly* American House? 82-85
Can You Tell Which of These Objects Is Modern or Traditional? 86-89

BUILDING
Presenting House Beautiful's Third Pace-Setter House for 1950 93
A "Cautious" Pace-Setter House 94-99
This Year's 3 Pace-Setting Kitchens 100-105
Why Does Insulation Insulate? 126-129

CLIMATE CONTROL
The Philadelphia-Story on Climate Control 119-125
Our Philadelphia House Is a Perfect Lesson in Summer Comfort 120-125

DECORATING
What Is a *Truly* American House? 82-85
Can You Tell Which of These Objects Is Modern or Traditional? 86-89
Ruffles Without Work 90-91
She's Getting to Be Quite a Young Lady! 112-116
A Poker Table for the Living Room 117

GARDENING
When They Remodeled Their Garden They Tripled the Size of Their House 106-109
Fall Is a Wonderful Time 110-111
There's Too Much Bunk About Lawns 130
How Deep to Plant Bulbs 202
How to Use an Electric Mower 206
The Man Behind the Hoe 198
The Log of the Practical Gardener 204

FOOD AND ENTERTAINING
Sunday Luncheon on the Terrace 92
Pantry Shelf News 137

HOUSEKEEPING AND MAINTENANCE
This Year's Three Pace-Setting Kitchens 100-105
It's Worth Mentioning 71
Take It Easy, Lady! 153

TRAVEL
How to Leave Home and Like It 66

OTHER FEATURES
Window Shopping 16-65
Blueprint for a Lady 118
The Real Present and the Unreal Past 72

ADVERTISING INDEX 207

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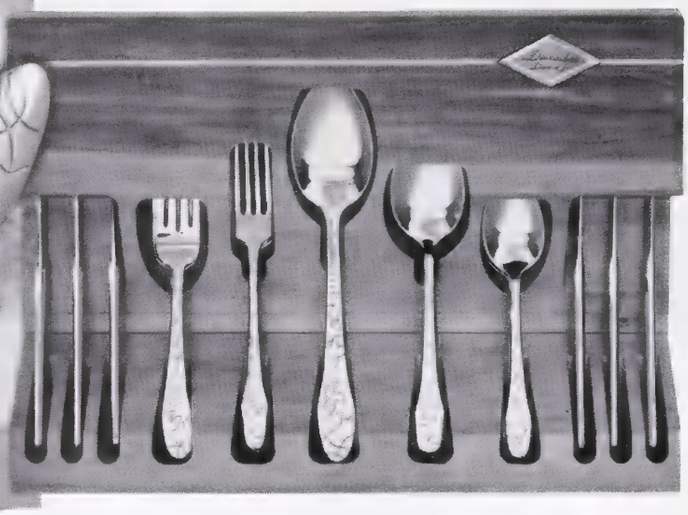
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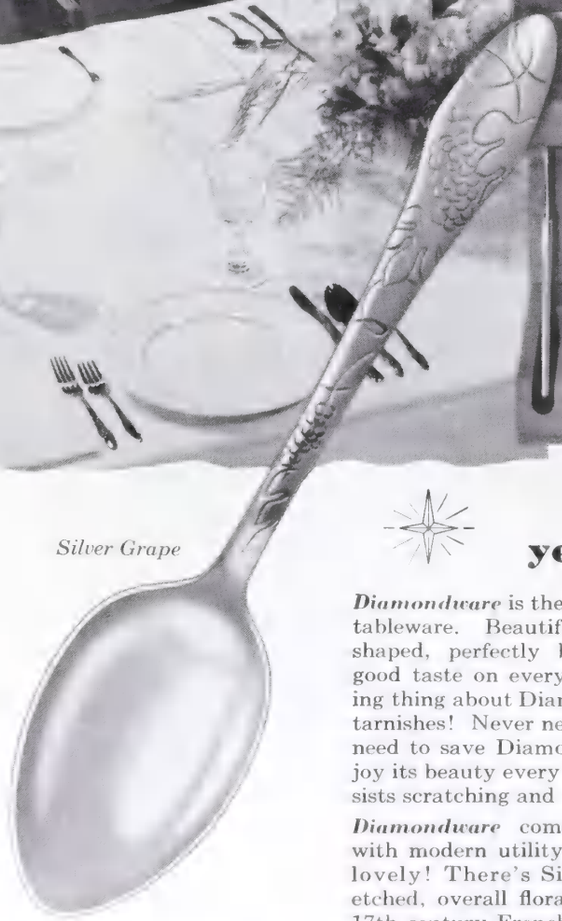




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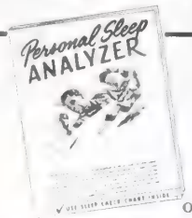
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Just 9¾ minutes after you close the lid, your dishes, glassware, and silver are spotlessly clean. And that goes for cooking utensils that don't obviously require special soaking or scouring.

With your Youngstown Dishwasher, you'll find that *before* you've tidied up after the meal, this new marvel has done the hard, boring work. Imagine! What a wonderful team you and a Youngstown Kitchens Dishwasher will make! You can rest, instead of wrestling with this endless, thankless task, when you have modernized dishwashing.

Let your factory-trained Youngstown dealer show you proof. Let him show you how you can have a Youngstown Kitchens Automatic Dishwasher on easy terms. If building, specify Youngstown—you'll *save!*

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO
World's Largest Makers of Steel Kitchens



AMAZING JET-TOWER WITH EXCLUSIVE HYDRO-BRUSH ACTION

This revolutionary idea completely modernizes dishwashing. Water is "booster-heated" to ideal washing temperature (regardless of hot-water supply). Then, 64 whirling, swirling jets brush-lush every hollow, groove, corner and contour of very dish, glass, piece of silver and cooking utenil. Hydro-Brush Action from top to bottom. Followed by a piping-hot double rinse. Presto! Dishwasher stops and pops open cover for practically instantaneous flash drying. All in 9¾ minutes (normal water pressure).



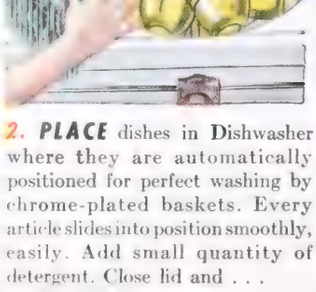
Youngstown Kitchens Electric Sink includes Automatic Dishwasher in beautiful 48" Cabinet Sink, with all the work-saving features, utility and beauty that have made Youngstown Kitchens world-famous. Handy, flexible rinse spray. Hi-Bake enamel finishes wipe clean easily. Youngstown Kitchens Food Waste Disposer optional at extra cost.

Youngstown Kitchens Automatic Dishwasher in a t tidy, white-enameled steel cabinet—27" wide. snugly near any sink. Easily installed in any kitc Handsomely styled to blend perfectly with o Youngstown Kitchen units. It's the last step in r ernizing your home because it *completely moder dishwashing!*

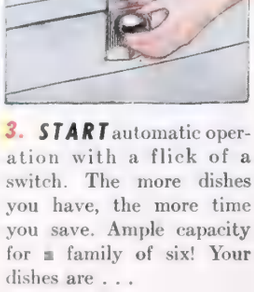
HERE'S ALL YOU DO!



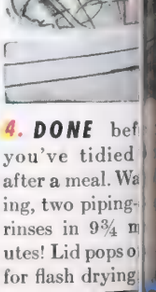
1. SCRAPE loose food waste into opening of Youngstown Kitchens Food Waste Disposer or receptacle. No other preparation for Jet-Tower washing! Then *without* removing scientifically designed baskets . . .



2. PLACE dishes in Dishwasher where they are automatically positioned for perfect washing by chrome-plated baskets. Every article slides into position smoothly, easily. Add small quantity of detergent. Close lid and . . .

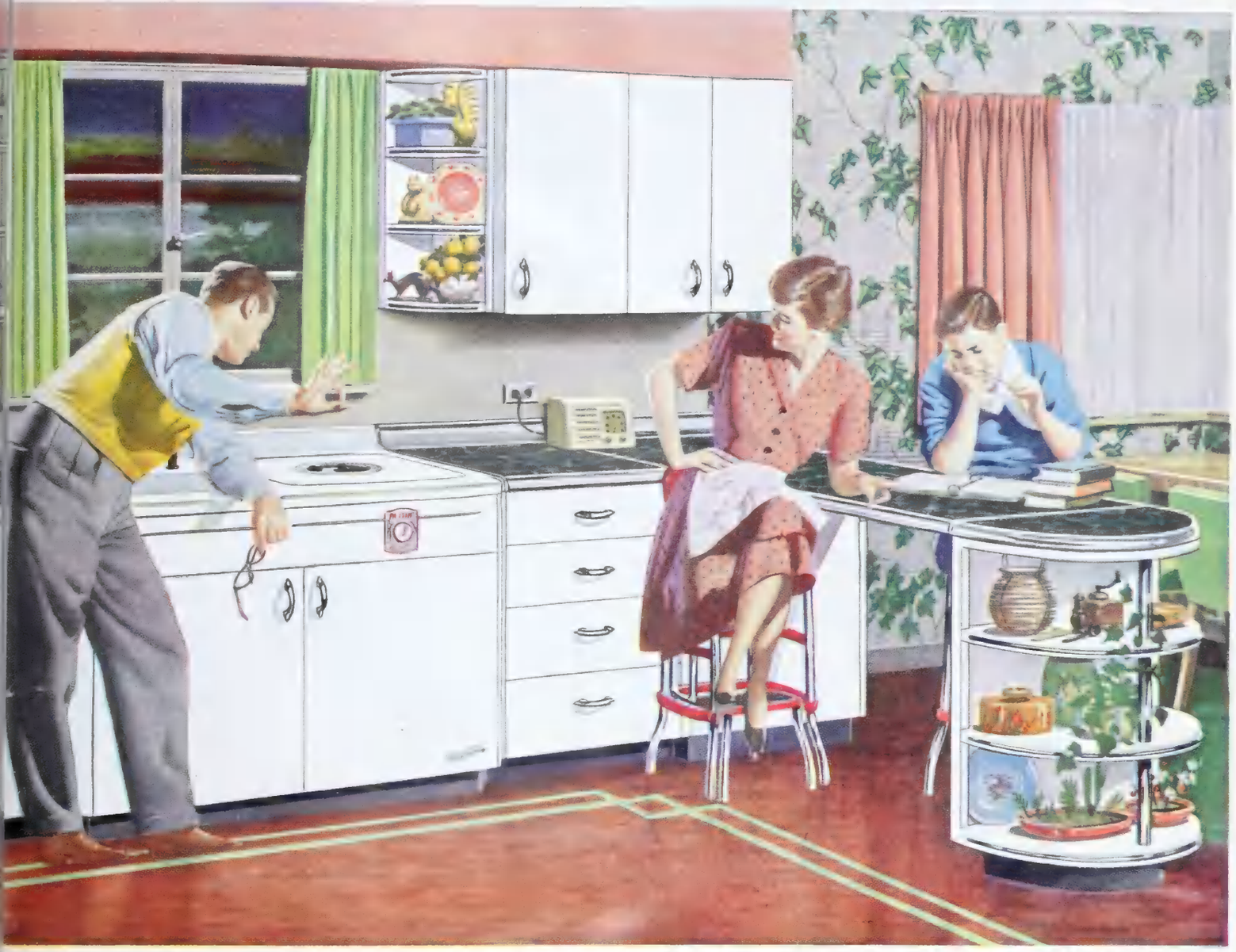


3. START automatic operation with a flick of a switch. The more dishes you have, the more time you save. Ample capacity for a family of six! Your dishes are . . .



4. DONE bef you've tidied after a meal. Wa ing, two piping- rinses in 9¾ m utes! Lid pops o for flash drying

ishwasher COMPLETELY MODERNIZES DISHWASHING



modern kitchen—a gorgeous, white-enameled steel Youngstown Kitchen—with new Youngstown Kitchens Electric Sink, featuring Automatic Dishwasher!

Youngstown Kitchens®

Call Western Union, Operator 25, and without charge get the name of a nearby dealer — send coupon today.





emodeling when you install a
n Kitchens Automatic Dish-
Electric Sink. And when you
ome is truly modern. Add the
n Disposer, and yours is the
rn kitchen it's possible to own!



Building? Plan to include this new, work-saving, timesaving convenience of automatic dishwashing with the exclusive Jet-Tower principle. Then your home will stay modern for years. Tell your architect or builder this is a "*must*."

SEND FOR FREE BOOKLETS—TODAY

Youngstown Kitchens
Mullins Manufacturing Corporation
Dept. HB-950, Warren, Ohio

Please send me, without charge, your interesting booklet on the Youngstown Kitchens Automatic Dishwasher. (If you also wish ideas on kitchen planning, enclose ten cents in cash to cover cost of mailing; no stamps, please.)

☐ I plan to build ☐ I plan to remodel ☐ I enclose ten cents for kitchen booklets

NAME _____ (Please Print)

ADDRESS _____

CITY _____ ZONE _____

COUNTY _____ STATE _____

© 1950 Mullins Manufacturing Corporation

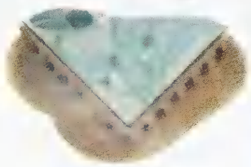
Interiors and Smoothedge Carpet Installation by W. & J. Sloane, Beverly Hills, California.



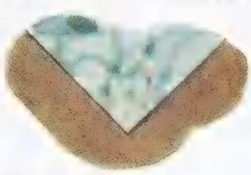
REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

smoothedge TACKLESS INSTALLATION

Installing Carpet for Utmost Beauty



Avoids unsightly tack marks



Smoothedge gives flawless effect



Power Stretchers eliminate ripples and looseness.



Smooth-flowing installation even at door jambs



Smoothedge makes removal easy



Smoothedge secures carpet from beneath

The lovely new wall-to-wall carpet you choose with such care will look its loveliest only if properly installed. Insist on the method wise homemakers choose—the *Smoothedge* Tackless method.

With *Smoothedge*, your carpet will lie smooth and flat—never a ripple to mar its beauty. Not a single tack mark will show, even at doorways or hearths. *Smoothedge* holds your carpet firmly from underneath. Your friends will surely envy its finer appearance.

This display is the sign of Better Carpet Installation. Look for it!

THE ROBERTS CO.

FOR SMOOTHEDGE CARPET GRIPPER INSTALLATION



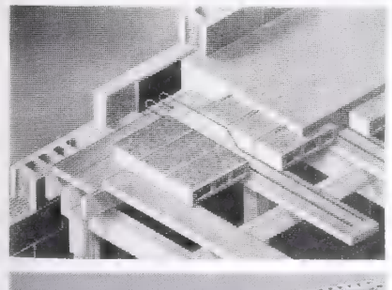
DEPT. H9, 1536 NORTH INDIANA STREET • LOS ANGELES 63, CALIFORNIA

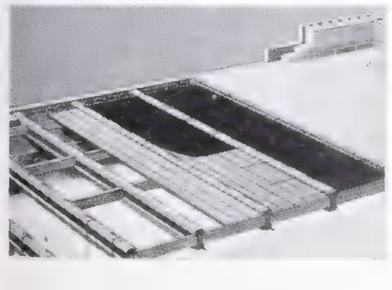












For better living, for better protection

choose a CONCRETE HOUSE

YOUR FAMILY will enjoy better living and greater protection from destructive elements if you build your new house with concrete. Whatever size or style house you plan, it will be better built with concrete masonry walls, concrete subfloors and a firesafe roof.

It's easy to insulate a concrete house. Such a house provides warm winter comfort, cool summer livability and is dry in all seasons.

A concrete house stands stanch against the attacks of rats, rot, termites, rain, wind, sun and freezing and thawing, destructive forces injurious to all but the most durable construction. Concrete's durability and resistance to these forces keeps your house repair and maintenance bills amazingly low.

A concrete house also provides maximum firesafety. *Concrete can't burn!* Knowing that your loved ones and prized possessions have this protection promotes great peace of mind.

More than half of all home fires start in the basement. Concrete subfloors prevent such fires from spreading upward. They also add great structural strength and rigidity to your house and will not sag, warp, rot or squeak.

Your concrete subfloor can be finished with the covering of your choice—hardwood, asphalt tile, carpets (top three photos, left), rugs, linoleum, terrazzo or ceramic or rubber tile. Two lower photos, left, show construction details of concrete block joist and precast concrete joist floors, two popular types. Ask your architect or builder about them.

Even with all these advantages a concrete house actually costs less to live in because moderate first cost + low maintenance expense ÷ long years of service = ***low annual cost.***

Investigate all these plus values. Write for a free copy of "*Why People Like Concrete Homes*," distributed only in the U.S. and Canada.

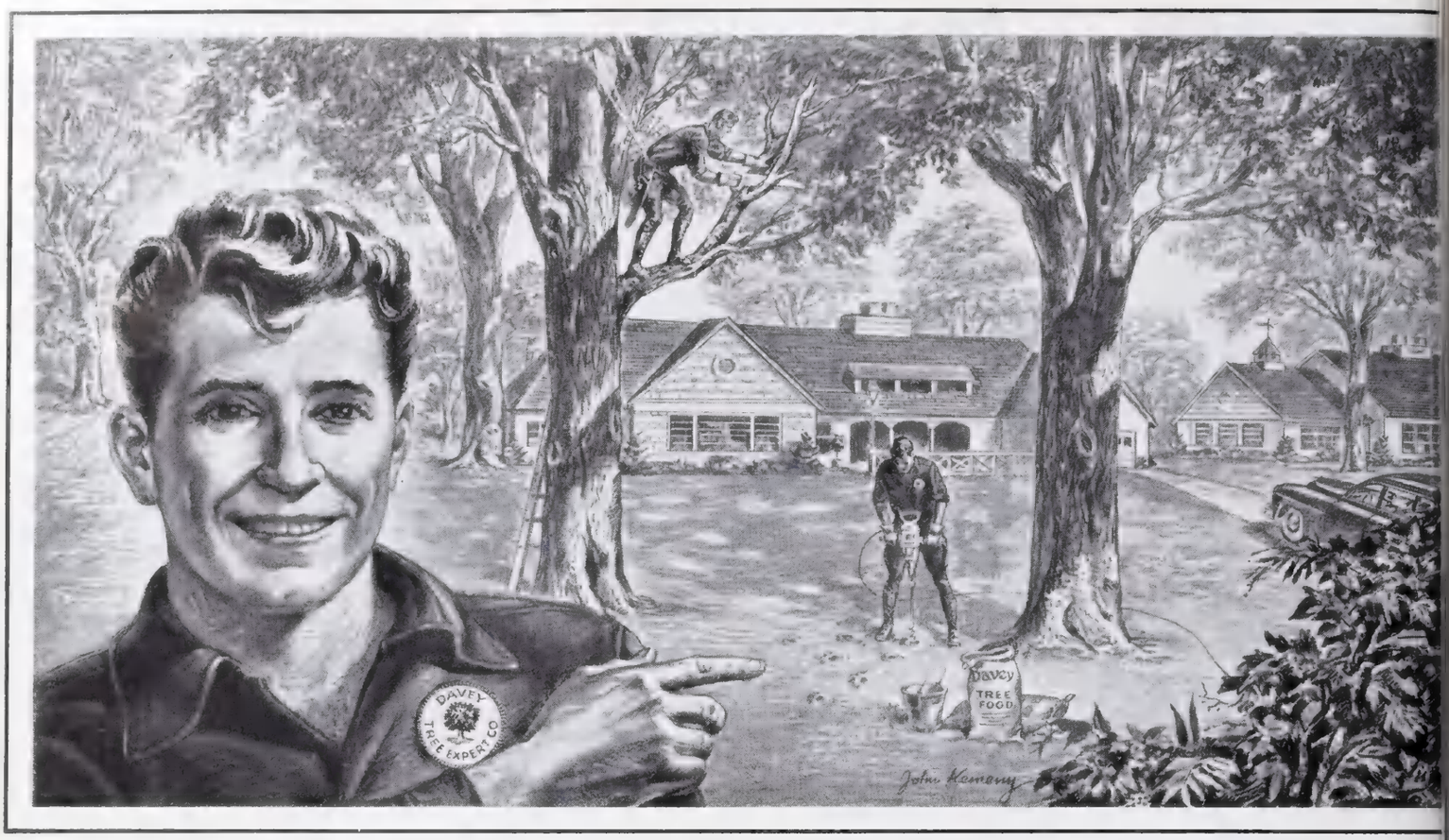
HOW TO GET YOUR CONCRETE HOUSE . . . *and what will it cost?*

Phone a local concrete masonry manufacturer for names of architects and builders experienced in concrete house design and construction. They know conditions in your community and can answer your questions about plans and costs. Take any plans or sketches you have obtained from any source to an architect. Have him show you how your home—of any size or style—can be built economically with concrete walls and subfloors and a firesafe roof.

Architect-Designed Houses Stay Young Longer

PORTLAND CEMENT ASSOCIATION
Dept.9-19, 33 W. Grand Ave., Chicago 10, Ill.

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work



Fine trees give so much—expect so *little!*

The Davey Tree Man

Modern equipment . . . scientific materials . . . years of experience . . . an educational program that never ends—these are the tools that Davey Men use so skillfully to keep your precious trees vigorous, beautiful—at a reasonable cost to you. Perhaps that's why more people depend on Davey for the protection of their fine trees than on any other organization.

Think of the moments or hours of quiet relaxation that are always waiting under your favorite trees—the silent companionship that brings new calmness and new strength to a sore heart or a troubled mind.

Yes, to those who love them, fine trees give much—a giving that goes on and on through the years as a man and his trees grow graciously old together!

And, for all they give, your trees expect so little in return! Inspection now and then to detect and correct the damage caused by a long summer. Possibly cabling or pruning of branches, feeding of trees to help them withstand the ravages of the coming winter. A small amount of intelligent care—that's all.

But this care, surely, should be the best—the kind that only trained, experienced Davey Men can give. If the Davey Tree Expert Company is not listed in your phone book under "Tree Service," write us today.

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THE OLDEST AND LARGEST TREE SAVING SERVICE IN THE WORLD

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TREE MOVING


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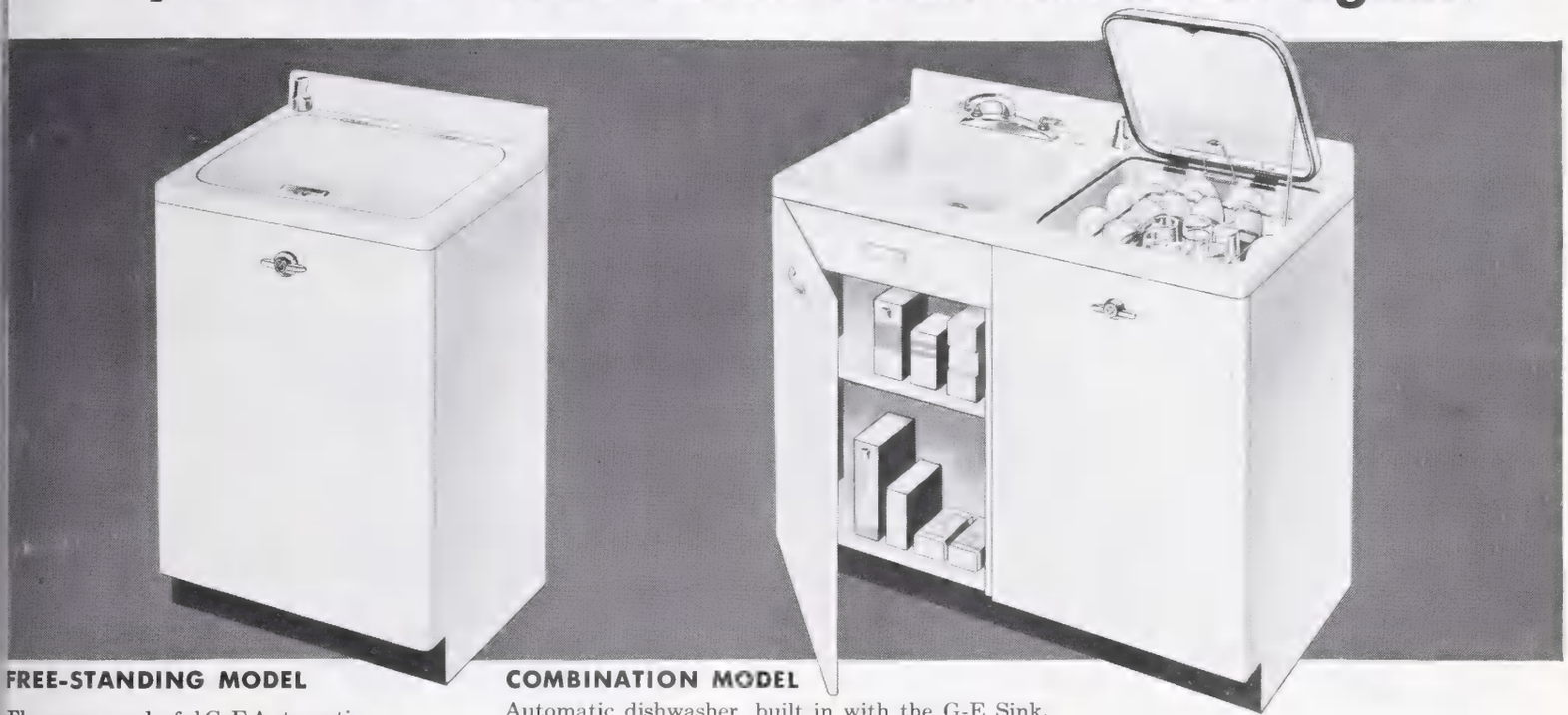

SPRAYING


TREE FEEDING

It's new—really new! No other dishwasher can match it!

With this great new G-E Automatic Dishwasher

. . . your hands need never touch dishwater again!



FREE-STANDING MODEL

The new, wonderful G-E Automatic Dishwasher that can fit into your existing kitchen cabinet space.

COMBINATION MODEL

Automatic dishwasher, built in with the G-E Sink. Porcelain-enameled sink has steel cabinet with ample storage space. The famous G-E Disposall® can be readily installed in it!

IMAGINE THE WONDERFUL convenience of *never* having to wash dishes again!

Just turn *one* simple control—and this great *new* General Electric Automatic Dishwasher will do the whole job for you!

With many *new* G-E features—features you've never seen before in *any* dishwasher—it's the last word in worksaving, timesaving efficiency, in styling and dependability!

FREE DEMONSTRATION!

See the *new* G-E Automatic Dishwasher at your G-E dealer's *now!* Watch it work—see automatic dishwashing at its best!

You'll find your G-E dealer listed under "Dishwashing Machines" in your Classified Telephone Directory. Or write to General Electric Co., Appliance and Merchandise Dept., Bridgeport 2, Connecticut.

LOW DOWN PAYMENT!
EASY TERMS!

Just look at all these worksaving, timesaving G-E features:

- **Completely Automatic**—Turn one simple control and dishes, pans, glasses and silver are washed, rinsed and dried—sparkling clean!
- **New Preliminary Power Rinse**—Flushes food particles off dishes, out of the dishwasher. Then, after washing, there are two more power rinses. Match that against any other dishwasher!
- **"Spray-Rub" Washing Action**—Gets rid of sticky foods and grease! Cleans pots and dishes at the same time! New Wash-Action Regulator gives uniform action for many dishes—or just a few.
- **Higher Water Temperatures**—G.E.'s new Calrod® heating unit begins to increase the water temperature the instant the dishwasher starts. With water far hotter than you could ever stand, it washes your dishes brighter and cleaner than you could possibly do them by hand!
- **Drying By Electrically Heated Air**—New Calrod heating unit provides heated air that is circulated around the dishes—rapidly drying everything to a diamond-bright glitter!
- **Top Opening For Easy Loading**—No tiresome stooping! Gives you extra counter work-space.
- **Giant Capacity**—Holds *a whole day's dishes* for a family of four! New racks give extra space for large dishes, pots and pans.
- **Saves You More Than 200 Hours Of Work Every Year**—Gives you more freedom than you ever dreamed possible!
- **Long-lasting Dependability**—Backed by the dependable name of General Electric—your assurance for long years of top-quality performance!

You can put your confidence in—

GENERAL ELECTRIC



Date lamp—
for back to college—

the ideal spot to pin-up your dates as well as memos to yourself! Red, or billiard green felt on wooden base, with straw-tex shade. Complete with shade, 10.95

Lord & Taylor

424 Fifth Avenue, New York 18





HESSIAN SOLDIER ANDIRONS

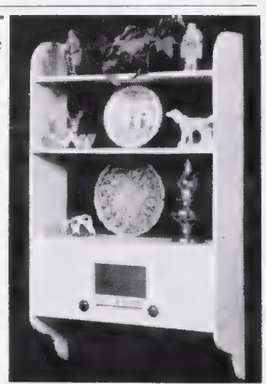
An authentic reproduction of the andirons made by the Revolutionaries from the confiscated arms of the Hessian mercenaries. The Early Colonists expressed their contempt for the mercenaries by spitting on the andirons as they sat around the fire! Black cast iron 17" high 15" deep 31 lbs. 10 oz. Freight or Express Collect **$12.50**

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RADIO KNICK-KNACK SHELF

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6" deep, 18" wide, 30" high. White, Chinese Red, Natural finish or Ivory.

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send check or money order (no stamps, please)
Sold on money back guarantee

GARLAND MFG. CO.

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unique Wedding Invitation Tray!

Send us the next invitation you receive. We'll encase it in this handsome silver-plated tray; to make a permanent reminder of the bride's most important day. Has padded velvet base, sculptured handles. Complete, gift-boxed, for **$5.50.** Deluxe 24 kt. gold plated tray, with hand-painted forget-me-nots, **$7.50.**

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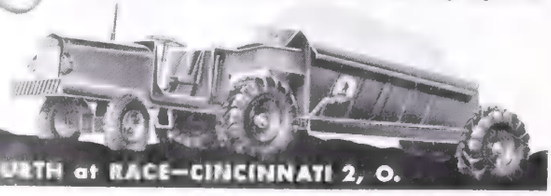


IT WORKS JUST LIKE THE REAL ONES!

It's the new Model Toys Bottom Dump Truck . . . authorized all-steel version of the giant Euclids you see on big construction jobs. Flick a lever and hopper bottom opens. Unhitch tractor to tow other toys. Knee-action front wheels steer. Famous-make rubber tires. Over 2 ft. long; weighs 11 lbs.

Model TOYS

Price postpaid, 14.95; Denver and West, 15.75. (Ohio residents add 45¢ sales tax.) Send check or money order; no C.O.D.'s please.



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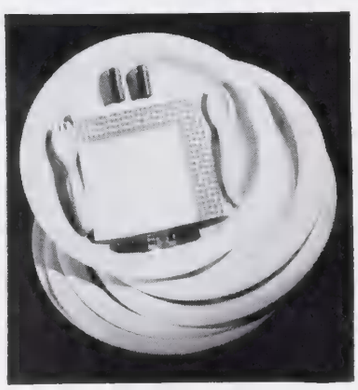


Window

Merchandise, except personalized items, may b returned for refund by firms involved. Price subject to change. Happy Window Shopping



GOLDEN FIRE ENGINE A Fairy Godmother might hav touched this with her wand, s fabulous is its glitter. A super reproduction in gold-finished pla tic of the Bryn Mawr, Penna fire engine (1907), it's 10" lon $3.95. Also available: Early For $1.95; Conestoga Wagon, $3.95 Concord Stage Coach, $3.95. Te rific for a man's den! Ppd. Jen fer House, New Marlboro Stag Great Barrington, Mass.



PRIZE PACKAGE. Fair da and bright skies belong to Se tember and it's picnic time. Sto these compact services in yo basket, and be off! Each pac age contains eight 11" pap plates, red and white paper na kins, wooden forks and spoon 2 pairs of salts and pepper Grand, too, for lunches en rou to early fall games. $1 pp The Red Door, 1707 Central S Evanston, Ill.



A LITTLE CHAMP will d this corduroy robe with the swa ger of a ring hero if he has h name splashed across the bac And you won't need a referee identify whose is whose when and his sparring-partner broth head for their baths. Red wi navy letters, or navy with re sizes 3, 4, 6, 6x, $7.50; 7, 8, 1 12, 14, $11.50. Add 25¢ po Franklin-Bayer, 630 N. Michig Ave., Chicago 11.



HOWDY DOODY, that freck faced puppet of television fam is the spittin' image of his lar and illustrious model. H dressed in his bright plaid sh and neckerchief, blue jeans, a cowboy boots and is a gay f simile to the last freckle. H lanky limbs are easily manip lated by a small puppeteer. I tall, $3.49 ppd. Breck's of Bost 678 Breck Bldg., Boston 10, Ma

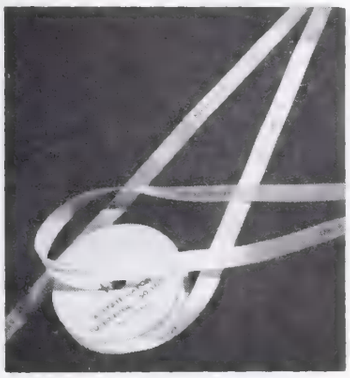
Shopping with Pat Gunan



LIGHT FANTASTIC. These garden table lamps are the handsomest buys we found in Chicago. The black wrought-iron bases are richly ornamental, and the etched glass chimneys protect the bright flame from long-burning candles. When terrace weather is over, bring them into your sunroom. 22" high. $7.50 the pair plus 90¢ post. (incl. 2 candles). Extra candles $1.20 doz. Carson Pirie Scott & Co., Chicago 3, Ill.



PERSONALIZED RIBBON. Have you ever known a gayer idea than this fat bolt of satin ribbon with your name appearing every few inches! Fifty yards of 5/8" ribbon is hot stamped about 200 times with family name, first names—any name up to 20 letters and spaces. Red imprint on white ribbon, or silver on red, green, or blue. $2.50 ppd. Miles Kimball Co., 33 Algoma Blvd., Oshkosh, Wisc.

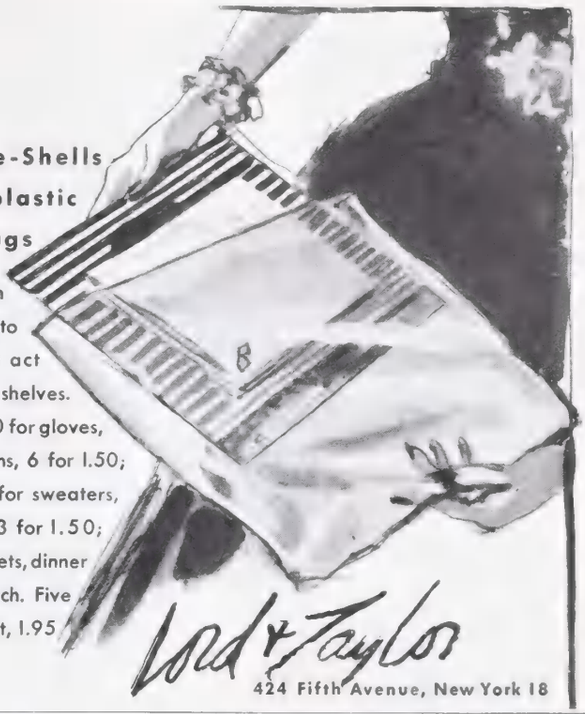


THERE'S SOMETHING ABOUT A VEIL that wraps a woman in enchantment. Suddenly you feel like Snow White dressed by Schiaparelli—and about as demure as dynamite. Pure silk French veils in black, brown, navy, toast, dark green, or red, are bound with satin or velvet. Wear it with or without a hat. Marvelous for riding in convertibles! $1.25 postpaid. Crane's, 419 E. 57th St., New York 22, N. Y.



THE MOST WONDERFUL BELL in the world for a country house is made of real horseshoes, and its tone is clear, compelling and *very* pleasant. Ring it to bring the children in for supper, to summon your husband to the telephone, your guests for a cocktail. The bracket has your initial wrought from a pony shoe. Black weatherproof finish, 9" high, $6.95 ppd. and delivery is speedy from Horseshoe Forge, Lexington, Mass.







THE TIME HAS COME

when the clock becomes a thing of rare beauty. Inspired by an old French timepiece its style comes out of the past, perfectly suited for homes of today. This large, 13" diameter wall clock is in lustrous satin-finish brass, lacquered and non-tarnishing. One year factory guaranteed 8 day Ingram movement (Sessions electric movement if desired)

22.50 Postpaid

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Also larger sizes—Write for particulars

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Franklin . . . . . Tennessee



"QUAINT AMERICAN" MAGAZINE RACK

The Beth Lee. Built of solid wild cherry in hand-rubbed cherry finish. Reproduced from an original in our collection. Hand-turned spool spindles. Caster feet. Top 17¼ × 14½ inches; 19¼ inches high.

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Send for FREE Christmas

burns for hours ... also ideal for gardens, picnics. ... finest hickory and hardwood charcoal included free. Price, only $4.95 complete, plus 25¢ postage. Or, sent C.O.D. $4.95 plus postage. Money back if not delighted. Order *now!*

Carl Foster

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Pat. Applied for

For RUG HOOKING Pleasure

WILDER RUG-LITE:—Fastens on any rug frame—Slides along center bar—Throws light on pattern.
STANDARD RUG-LITE (for 45" frame) ..... $6.95, ppd.
ADJUSTABLE RUG-LITE (fits 45" to 70" frames) ..... 7.95, ppd.
WILDER ALUMINUM RUG FRAME:—Light weight—Folds up compactly—Easily stored.
STANDARD RUG FRAME (45" wide) $11.75
ADJUSTABLE RUG FRAME (with 45" sticks) 15.75
55", 65", and 70" sticks available.
Please send check or money order.

WILDER RUG HOOKING SUPPLY COMPANY
12-14 Brantwood Road Worcester 2, Mass.

Gifts

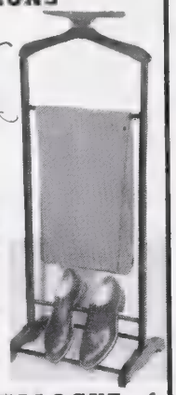
★ HUNDREDS OF ★ ★ ★ ★
UNUSUAL KELLOGG SELECTIONS
FROM THE WHOLE WIDE WORLD

Scotland, Cape Cod, India, Holland, Belgium, England, Ireland, etc. — Ski Skates, Auto Tray, Ovenette, Purse Kit, Scatter Garden, Non-Splash Spatula, Lapdesk, Little Steam Valet, Toy Theatre, Monogrammed Tie Clip, Travel Sponges, Slinky The Spring.

RWK GIFTS



144. With this new combination Vegetable Shredder and Refrigerator Dish the shreddings go into the dish; the dish goes into the ice box. There is no spilling. Complete with 3 interchangeable shredder inserts: coarse, medium and fine. $1.98



524. Our famous Silent Valet, moderately priced and complete. It holds those things so apt to clutter a man's room. Hand rubbed hardwood, mahogany or maple finish. 42½ inches tall. A sturdy, good-looking piece of furniture. $5.50

One Bath — One Cuddle Toy

736. The bodies are muslin, gaily printed with colorfast and harmless dyes. They are stuffed with foam rubber. One is for the bath where it is both sponge and companion. The other is for cuddling day or night. 6 inches tall. The pair is in a pretty transparent box. $1.00



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No more gravy spots on your white stove. A gay pottery flower on which to rest your dripping stirring spoon and save your stove top a world of mess. 3 by 4¾ inches, of glazed pottery with green leaf and the blossom in flower colors. (Give preference) Grand wall decoration, when not in use. No C.O.D.'s please.

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It's the new Model Toys Bottom Dump Truck... authorized all-steel version of the giant Euclids you see on big construction jobs. Flick a lever and hopper bottom opens. Unhitch tractor to tow other toys. Knee-action front wheels steer. Famous-make rubber tires. Over 2 ft. long, weighs 11 lbs.



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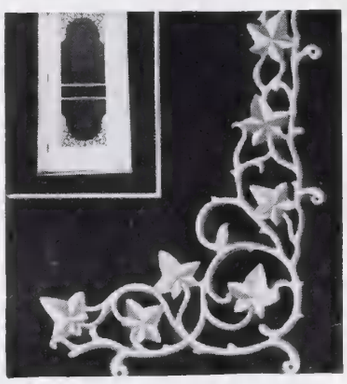
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VENETIAN GEM TUMBLE...

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Eight different and exciting gem co... tumblers are packaged in an attractive c... ing case as an unusual gift.

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Shopping



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World's Only Lamp That Turns Itself Off Gradually—To Music!

For Kiddies 6 Months to 6 Years

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Most unusual and interesting.

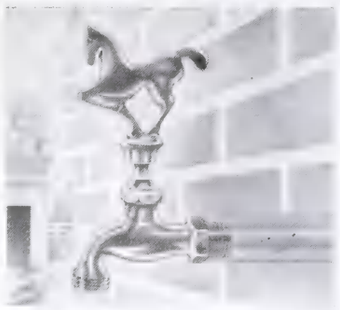
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- Solid polished walnut base, felted bottom.
- Height 22", weight 8½ lbs.
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H andsome!
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S tandard size black iron hitching post horsehead.
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Window Shopping



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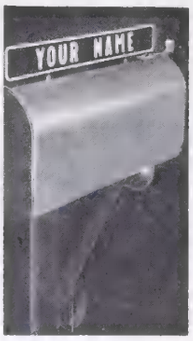


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(Continued on page 25)



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MAILBOX AND LAWN MARKERS

Permanent embossed letters 1½" high
Black background; white beads on letters reflect light (like road signs)
Double plate – read from either side
Lifetime aluminum – can't rust
Install in a minute

Day-n-Night Markers help your friends find your home easily. Any wording you want, up to a total of 17 letters, numbers and spaces. Plate = 18" long. Print desired wording clearly.

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about $5.95 to $8.95
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OHLER SPRUCE GREEN has a clear, fresh beauty—lasting in appeal as Kohler fix- and fittings are durable in use. Like all ler pastel shades it fits into varied decora- effects with individuality and charm.

me-tested materials and careful workman- guided by unexcelled engineering experi- make Kohler plumbing a sound investment ealth-protection and lasting satisfaction.

he smooth, lustrous Kohler enamel finish ne Cosmopolitan Bench Bath is glass-hard, easy-to-clean—and free from effects of stress and strain because it's fused to a base of non-flexing iron, cast for rugged strength. The Gramercy vitreous china lavatory is typical of the beauty and practicality of Kohler design.

Kohler chromium-plated brass fittings work easily, with lasting efficiency. Be sure to specify them for all your Kohler fixtures. Consult your Kohler dealer on selections for bathroom, washroom, kitchen or laundry. Kohler Co., Kohler, Wisconsin. Established 1873.



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PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES



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Yes, a quarter-million families now own two fine cars—*and both of them are Fords!*

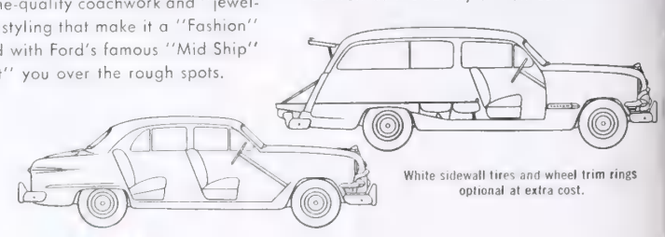
These families are enjoying the convenience other people dream about. And they've found that two Fords cost little more than one high-priced car.

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The '50 Ford Fordor Sedan. A smart, roomy car that's a pleasure to drive. With King-Size Brakes that act 35% easier. With a "sound-conditioned" Lifeguard Body and Sofa-Wide seats. With fine-quality coachwork and "jewel-box" interior styling that make it a "Fashion" standout! And with Ford's famous "Mid Ship" Ride to "float" you over the rough spots.

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White sidewall tires and wheel trim rings optional at extra cost.

There's a Ford in your future...with a future built in

Window Shopping

CONTINUED FROM PAGE 20

OCKY BARGAIN. A pair of lk-glass roosters were designed bookends, and they hold up eir end in fine fashion. But I'm ing to use mine as a center- ece on a dark green tablecloth, d between them I'll put a low wl afloat with daisies or red d white carnations. With red mbs and wattles, they stand 2" high. $5.95 the pair ppd. ahoning Gifts, 702 Wick Bldg., oungstown 3, Ohio.



EW LIFE FOR LEATHER. eather specialists clean and ocess suede and leather gar- ents of all kinds. Suede, smooth ather and alligator handbags e cleaned, refinished, and re- ed. Write for estimates. All ather gloves are spruced up for a pair. Send for free chem- lly-treated sponge for your ather. Leathercraft Process, 52 First Ave. (57th St.), New ork 22, N. Y.



ICE FOR ICE. Empty 12 ice ays and all the cubes will fit this mammoth sponge rubber e container. It holds 150 cubes a dozen coke or soda bottles, big enough to cool a magnum champagne. And the cubes re- ain intact for from 12 to 24 urs! In spruce-green with big ite dice dots, 10" x 10" x 10". 0.95 ppd. Epicure's Mart, 133 ast Putnam Ave., Greenwich, onnecticut.





NON-OVERFLOW PIE PANS
END OVEN-SCRAPING

Never again need you tussle with a charred, baked-on oven mess! Non-Overflow Pie Pans have grooved rims to catch the juices that bubble over the edge of the pie. "Foolproof with the ooziest berry pie," says a leading magazine. Aluminum; bake standard 9" pie. Work-savers in your own kitchen—and useful, appreciated gifts

postpaid prices (to one address)

2 for $1.00

4 for $1.85 . . . 12 for $5.00

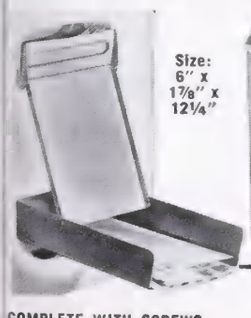
NOTE: These pans are made of heavy aluminum and should not be confused with cheap, light pans now on the market.

Satisfaction guaranteed on every purchase from Walter Drake.

Walter Drake

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Size: 6" x 1⅞" x 12¼"



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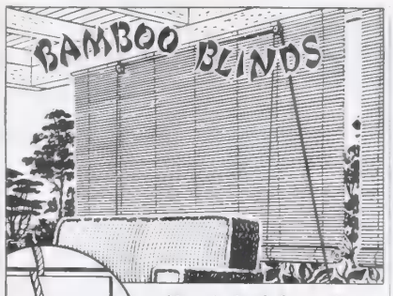
Raise the lid—box opens to "hand" mail to you! Heavy-gauge metal; baked-on hammertone enamel. Rustproof. Name holder. Magazine spring clip. Place for lock. Wide, covered slot.

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Natural-colored fine quality imported split bamboo blinds complete with pulleys and pull-cords ready to hang. Suitable for both outdoors and indoors. Satisfaction guaranteed.

FEET	¼"-Slats EACH	Matchstick EACH
2½x6	$2.25	$3.00
3x6	2.70	3.60
4x6	3.60	4.80
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7x6	6.30	8.40
8x6	7.20	9.60

(All six feet lengths)

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THE QUALITY YOU LOVE AT A LOW, LOW PRICE

Matching Monogrammed Bath Sets and Shower Curtain To Brighten up Your Bath

Wonderfully absorbent Martex towels, exceptionally fluffy, extra strong and long wearing. Each piece individually monogrammed in a smart new design. Set includes 2 Bath Towels (25 x 50), 2 Guest Towels (13 x 28), and 2 Wash Cloths (13 x 13).

Colors: White, Azure Blue, Bud Pink, Red, Spring Green, Nutmeg, Aqua Mist, Emerald, Grey, Yellow.

6 Piece Bath Set, $11.75 monogrammed
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Matching Bath Mat, $5.65 monogrammed

Rayon Taffeta shower curtain that looks so luxurious and sheds water with a practicality you'll appreciate. Large, handsome embroidered monogram matches bath sets above. Regular 6 ft. x 6 ft.

Colors: Green, Peach, Blue, Yellow, Rose, White, Royal Blue, Wine, Dark Green, Brown, Red, Black, Grey, Chartreuse, Turquoise, Flamingo. Specify right or left side for monogram. (Shower Curtains not exact shade of bath set)

Shower Curtain, $9.95 monogrammed
Ruffled Window Curtain, 54" long, $6.50

Add 25c P. P. and Ins. each item

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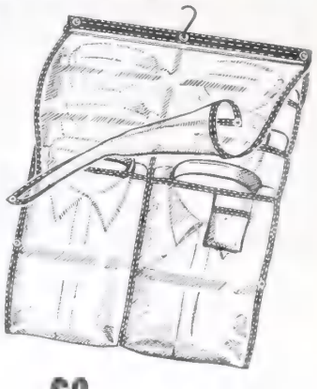
SHIRT SELECTOR*

SAVES DRAWER SPACE!

Perfect for anyone who desires a week's shirts neatly hung in car, on any door, in closet—wherever you wish!

Don't use up valuable drawer space! Don't mess up fresh shirts, squeezing them into suitcases! Don't waste time looking for the right shirt! Let SHIRT SELECTOR free dresser-drawers, give you instant choice of any shirt you wish (visible at a glance thru transparent plastic,) keep shirts fresh as they come from the laundry.

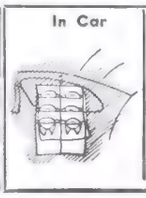
Has 3x5 pocket for cuff-links, collar stays, tie clasps. Satisfaction guaranteed. ORDER BY MAIL! Send cash, check or M.O. (No C.O.D.'s).

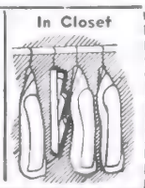


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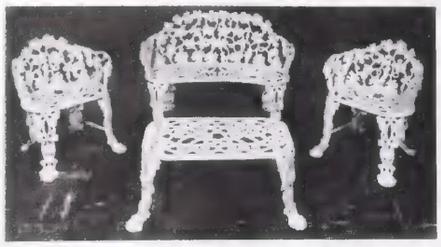
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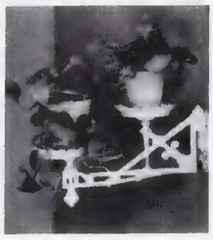
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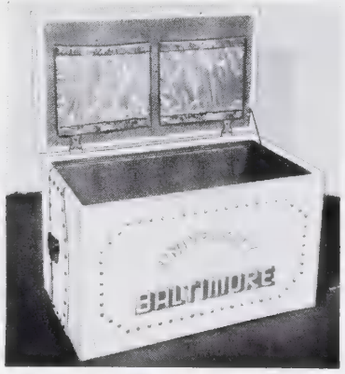
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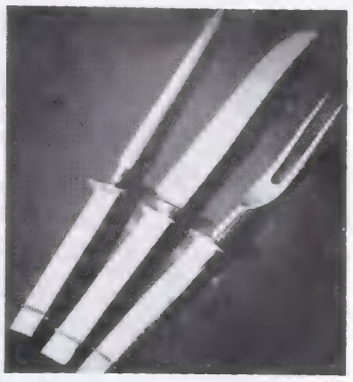
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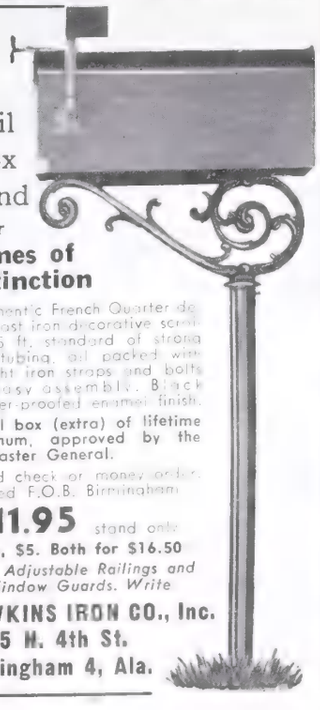
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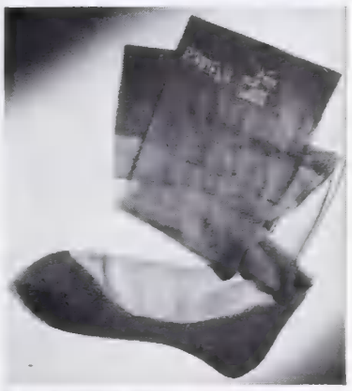
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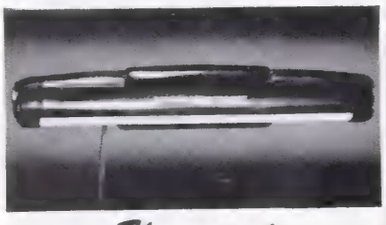
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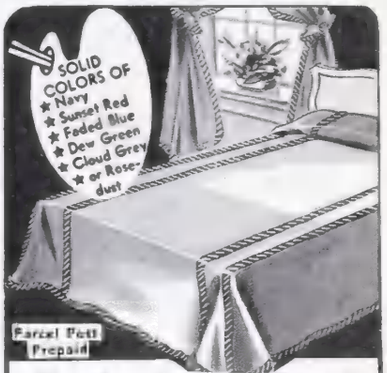


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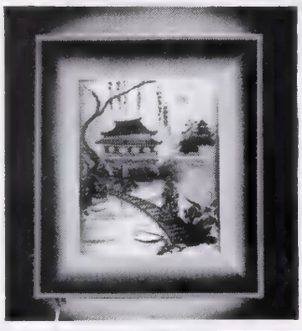


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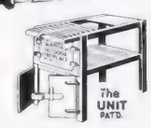
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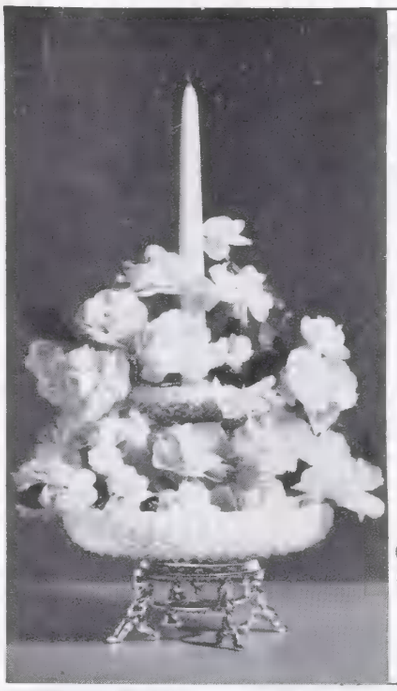


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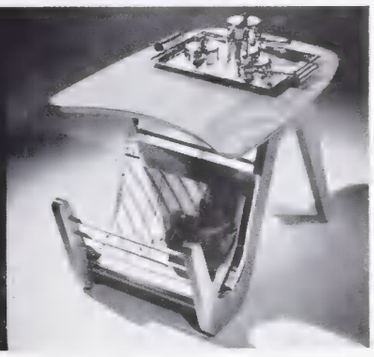
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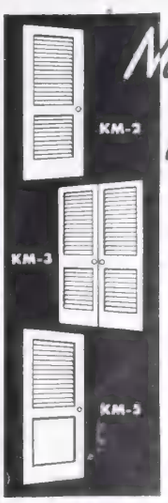
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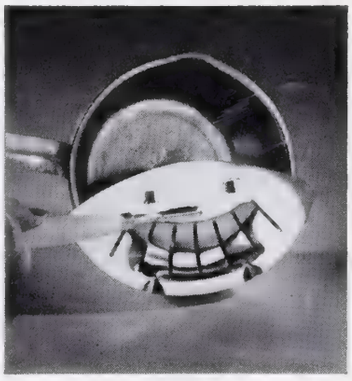
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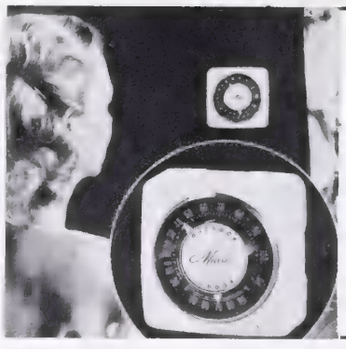
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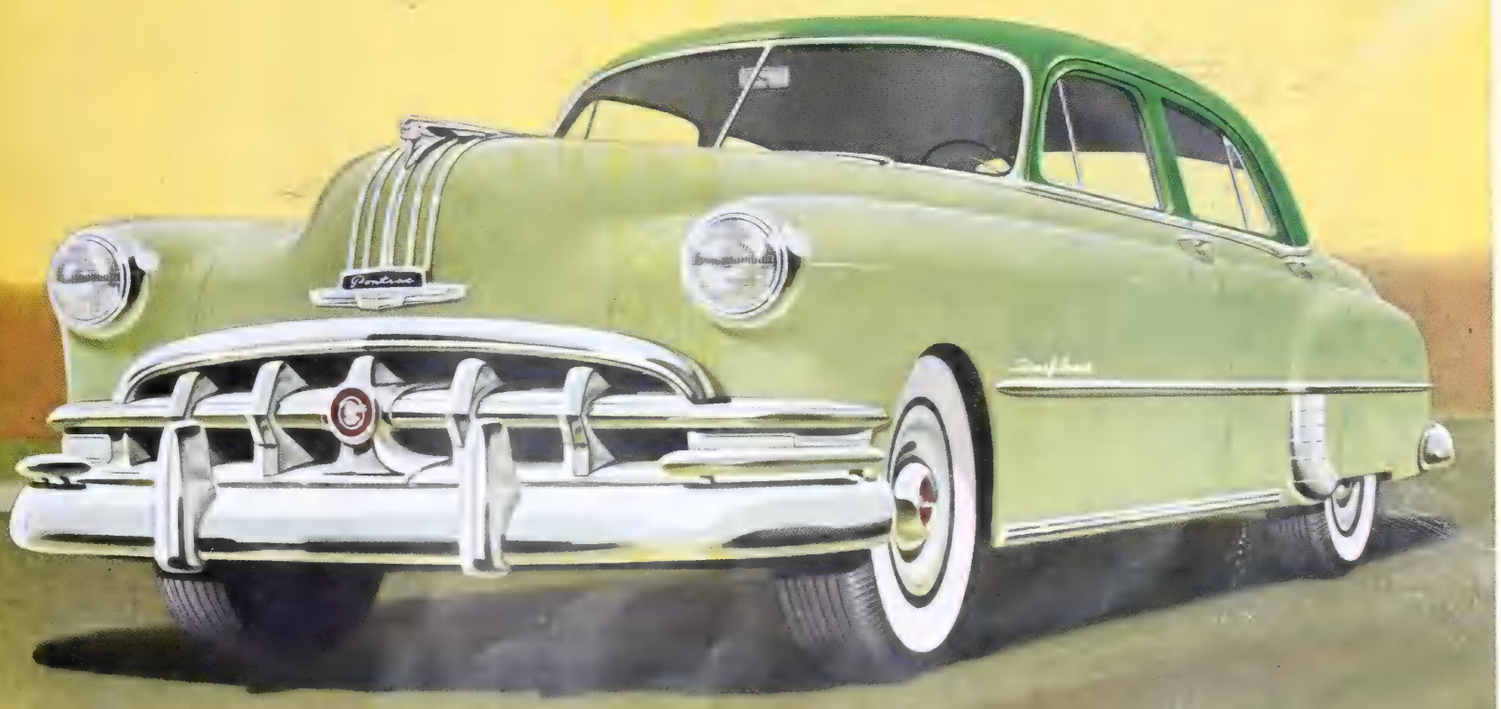
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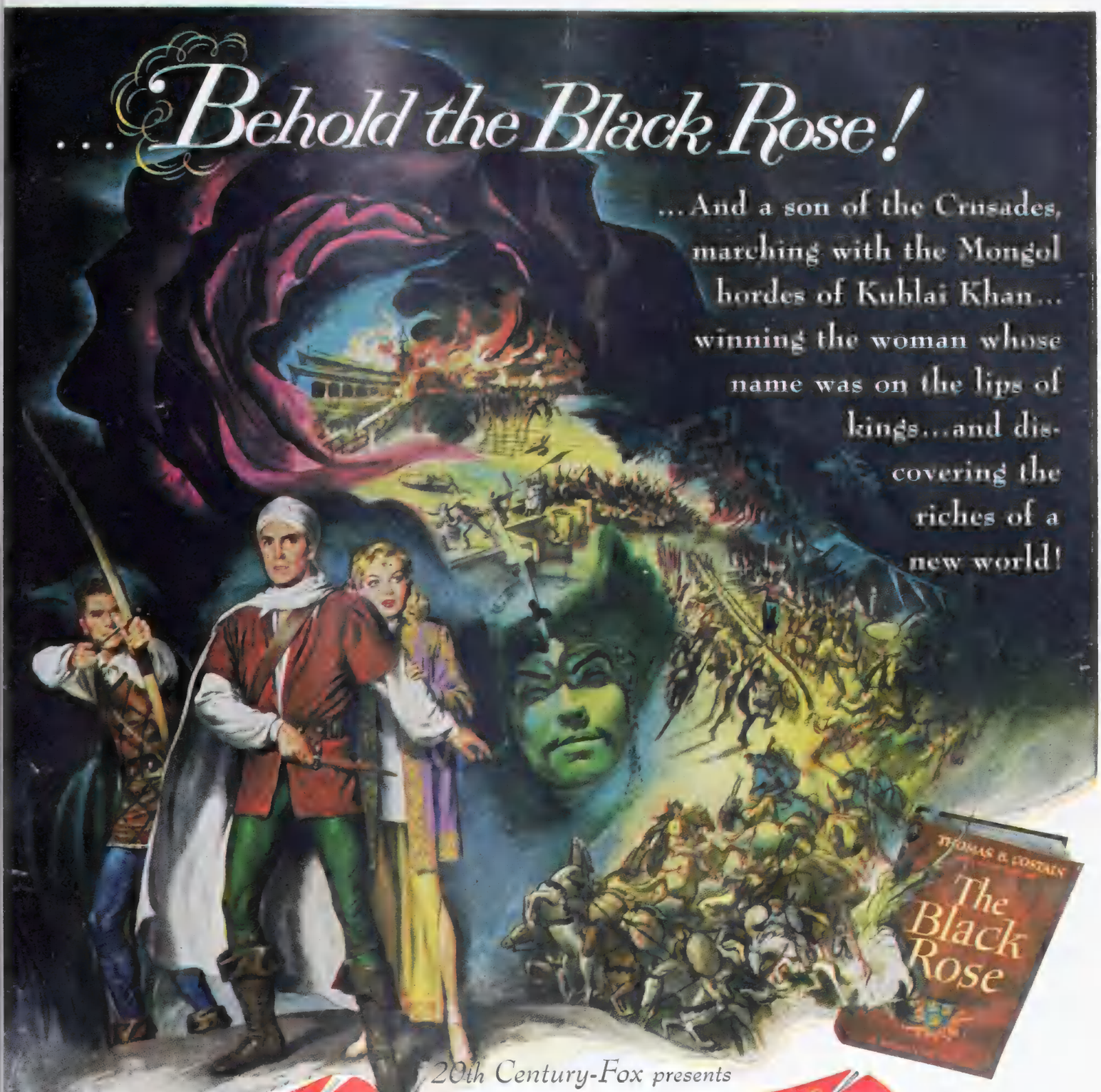
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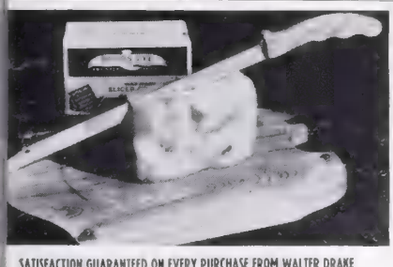
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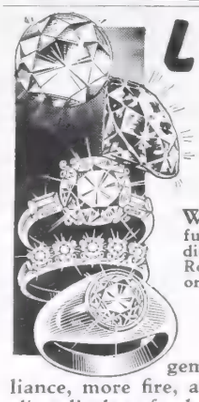


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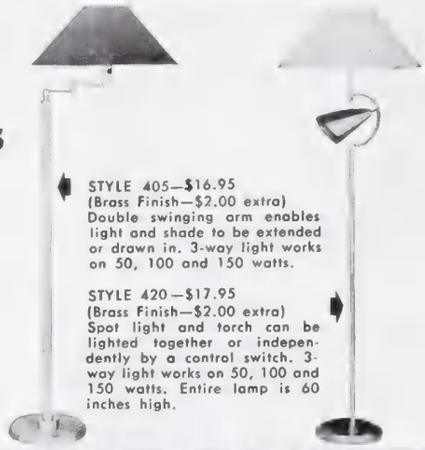
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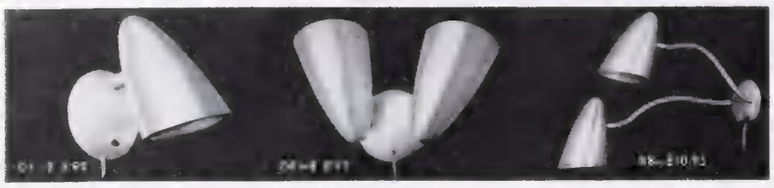
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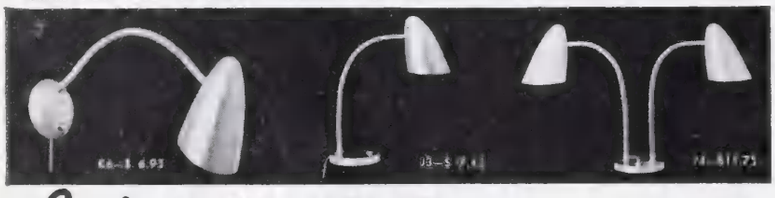


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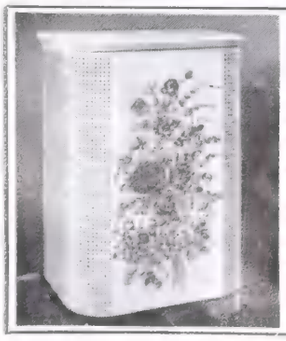
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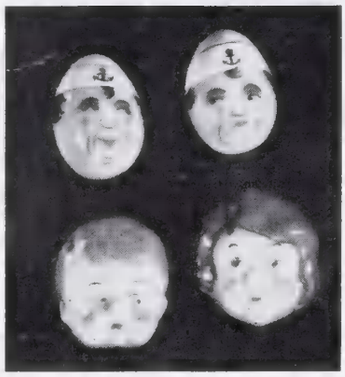
Window



IRONSTONE CHINA TUREENS. They keep food kitchen-hot on the table while they look like a trio of classic heirlooms. The pure white color and aristocratic shape are as flawlessly beautiful as were the old English originals. 3-qt. soup tureen $12.95; 6½" gravy size, $5; 4½" condiment size, $3. Add 35¢ post. on large size, 25¢ each on others. James Stuart, 410 Delaware Ave., Wilmington, Del.



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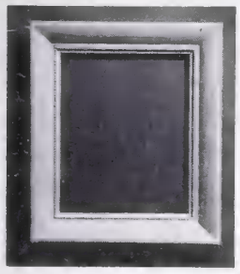


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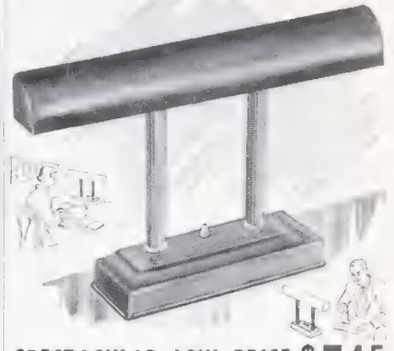
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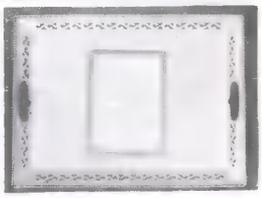
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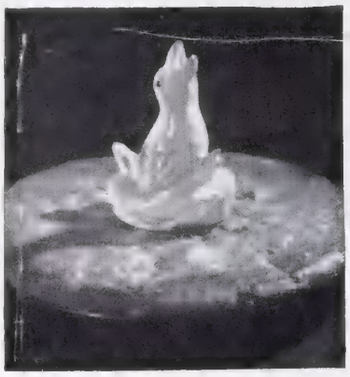
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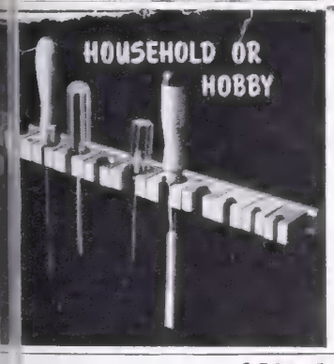
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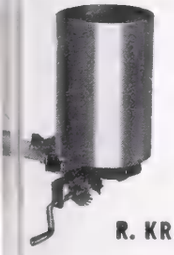
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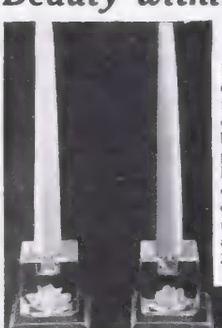
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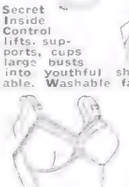
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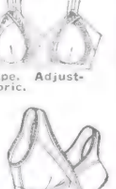
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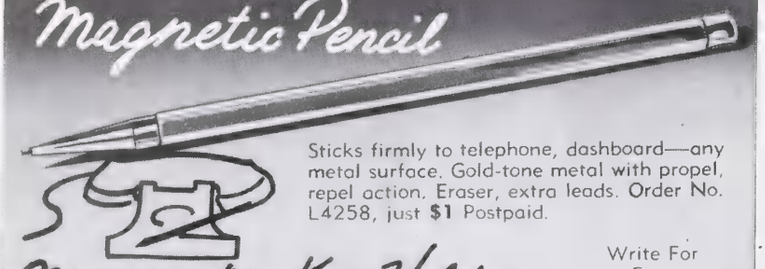
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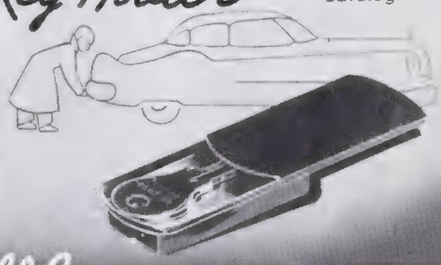


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Hide duplicate ignition key under frame, inside bumper — any metal car part. Felt-padded metal key holder sticks wherever you put it. Snap closed top. Order No. GM3555. **89¢** ppd.



Miles Kimball Company 33 Algoma Boulevard Oshkosh, Wisconsin



Colorful **TILE**

Plant Stands

What a thrifty, welcome gift set! Beautifies window or table; protects against water & dirt! Wrought iron saucers in antique green—with colorful two-tone glazed tile centers! Take pots to 5" in diam. 2 in gift box for . . . **$1.25** PAIR
Order No. G920

Breck's Xmas Gift Catalog Free!

Save on bridge prizes, etc. 3 sets of 2 for $3.50
ORDER BY MAIL—POSTPAID

Home and Garden Gifts
BRECK'S
RELIABLE SINCE 1818

740 Breck Bldg., BOSTON 10, Mass.

Cats Love to CLAW Furniture



Here's How to Stop Them

Cats are independent and seldom do as they are told, especially when it comes to keeping off furniture or sharpening their claws on the legs.

But you can keep your cat away from the furniture by using **Kitty Chaperone.** It is odorless to you, but cats just can't stand the smell. Absolutely harmless. Handy shaker package **$1.**

SEND NO MONEY: Order **Kitty Chaperone** C.O.D. $1 plus postage (or send $1 bill at our risk and we'll pay postage).

Money-Back Guarantee

Powder Chaperone

Keeps Dogs Off Furniture



Protect your chairs, rugs, etc., by lightly dusting with **Powder Chaperone.** Harmless to both pets and furniture. You don't smell it—dogs do and keep their distance. Easy way to train—prevent puppy damage. Shaker package **Powder Chaperone $1.**

For Outdoors—Use Liquid Chaperone. Keeps dogs, cats and other animals away from gardens, garbage pails, etc. Economical, will not wash off. 8-oz. bottle **$1.**

SUDBURY LABORATORY
Box 326, S. Sudbury, Mass.



NO MORE SILVER POLISHING

Store your silver in nationally advertised Pacific Silver Cloth—the miracle cloth that prevents all tarnish. Endorsed by leading silversmiths for more than 20 years. Silver stays bright & shining—always ready for instant use. Guaranteed to prevent tarnish. Will last a lifetime. Zipper closed bag illustrated is 10" x 15" and will hold 3 pcs. sterling, water pitcher, and a candle. $1.25 postpaid. Same size with inserted net storage of 7 pcs. assortable dishes and so forth. $1.65 postpaid. Silver cloth for lining drawers 25¢ a yard—27" wide. Storage bags for every use from 5.79 up. Write for illustrated free catalog.

CALIFORNIA WAYS
261 B Street, San Mateo, Calif. Dept. HB



Windo



SHELL OF A HIGH

The big shot in your life the envy of every sporti band in the county if these handsome highball on his bar. Their bas polished shot cases, loo shining copper, and are nently attached to the l emerald green glass. Se $10 postpaid. From The Room, 1538 Connecticu Washington 6, D. C.



SPICEY SET. A bevy of bean pots, done in miniat fine for condiments when serving a "Down East" Sa night supper. Made of bro white plastic, each pi marked with its ingredie mustard pot comes with and, like the salt and shakers, is 1¾" high. Gift the set is just $1.25. P from The Bartons, Bo Ridgewood, New Jersey.



in a pie, assures even a "rolling pin come-lately" a juicy, delicious piece of pastry. To achieve this magical success, just insert the ceramic bluebird into the top crust and, while it bakes, steam escapes through his beak, your pie stays juicy. 5½" high, $1 plus 15¢ post. Ellison's, Box 284, Orange, New Jersey.

NEW!

Trash Disposal Unit

Burns Refuse Safely



• A new type outdoor dispose-all unit safely and quickly burns garbage and trash in any weather. All refuse, damp, green or dry is fully consumed. Scientific draft design completely eliminates fire hazard of flying ash, sparks, burning, blowing bits of paper. Intense combustion removes neighbor-annoying nuisance of flying scraps, smoke, smell. Sturdily built to last for years. Nothing to get out of order. Needs no watching. Will not blow over. Will not destroy grass or shrubs. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 23" square at base by 40" high. Weighs 23 lbs. Over 2 bu. capacity. Recommended by Bureaus of Fire Prevention. Full price $9.95—nothing else to buy. Sent F.O.B. Cleveland. Money back guarantee. Send check, cash, or money order to:

ALSTO COMPANY
Engineers Bldg., Dept. HB-9
Cleveland 1, Ohio



GLADRACK

This all-purpose rack is as handsome as it is handy. In your living room, bedroom, sun porch or bathroom, it'll keep magazines and newspapers neatly within reach. It will keep your phone books conveniently near . . . or store your paper bags in the kitchen. Sturdy metal construction, with gleaming white or deep decorator green baked enamel finish. 12" x 12" x 4". No C.O.D.'s please.

Postpaid **$2.95**

Send for FREE Xmas Catalog ready soon.

THE HOUSE OF THRIFTY GIFTS
Green Gable Gifts
394 Lenox Ave., New York 27, N.Y., Dept. 19

3-Piece Super Dinky S



Mobile Crane
Jib-raising & slewing movement

Blaw Knox Bulldozer
Lever raises & lowers blade

Fork Lift Truck
Handle raises or lowers carriag

Price: $9.25 postpaid
No C.O.D.'s please

•

Military Miniature
America's Foremost Miniature Figur
1384 Lexington Ave., New York 28,
Catalogue sent upon reques

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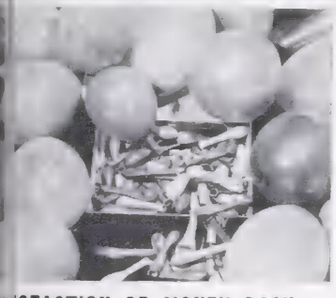


T STONE FACE for
io fountain or to hang on
rden wall, looks like an
Roman festooned with
el leaves. And from his
dour expression, we'd
e'd overdone a Roman
Let a pair glower decora-
t either side of your en-
e 9" high, made of
n stone, $12.50 each exp.
coll. Erkins Studios, 40
St., New York 18, N. Y.



U'RE PRETTY, you're
same beauty level as the
his make-up was created
ofessional models who
naturally lovely for 10
t a time under studio
f you're not as pretty as
ike to be, Techni-Veil
oes create an illusion of
In cream, blush, beige,
, sun gold, sample bottle
Models Cosmetics, 30 W.
l St., Chicago, Illinois.





ISFACTION OR MONEY BACK
Catalog of Other Housewares and Gifts

"MAGIC" BALLOONS

Gay, colorful party decorations—and kids of all ages never tire of playing with them! They're exciting targets for darts and balloon-busting sprees. "Magic"? You'll think so! Just blow them up, whisk them lightly over your hair, and they'll stick to the wall for hours—even all night! Mixed gay colors.

72 balloons **98c** postpaid
144 balloons $1.85 ppd.
SENT BY RETURN MAIL!
Please, no C.O.D.
Colo. residents add 2% tax

Walter Drake
199 Drake Bldg.
Colorado Springs 7, Colo.



BRASS OR COPPER
PAPER BASKET ONLY $12.50
nally good value is this hand-
heavy gauge brass or copper
sket or Magazine Holder.
ted with embossed solid brass
r bands, the basket 11½" high
with 9" opening is watertight and
d to prevent tarnishing and to
sting service.
$12.50 express collect
oted $14.50 express collect
No C.O.D.'s please
r newest supplement to our catalog
showing new pieces.
est Hills Gift Center
53rd Road Forest Hills, N. Y.



NEW EUROPEAN IMPORTS for SALT & PEPPER COLLECTORS

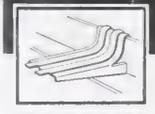
Fascinating 2 piece subject units and appealing peasant children figures to give an "Unusual Note of Distinction" to your collection. In colorfully decorated pottery, they serve admirably on the dining table.
From top left:
2 pc. CHICKEN & EGG—3" high. 2 pc. HEN & NEST—3" high. 2 pc. DUTCH GIRL—3½" high.
From lower left:
PEASANT CHILDREN—2¾" high. APPLE BOY & PLUM GIRL— 2¾" high.
$1.50 a pair postpaid
Send for New CHRISTMAS GIFT CATALOG

The Gift Shopper
JOE SMITH SALES COMPANY
Dept HB JOPLIN MO



YOUR BED CAN'T COLLAPSE WITH THESE NEW BEDSPRING SUPPORTS





NO. 3 FOR IRON RAILS

NO. 4 FOR WOOD RAILS

Banish forever those unsafe, dust-collecting bed slats. These patented Bedspring Supports will never let your bed collapse; won't collect dust. They lock springs securely, prevent spreading of rails. No. 4 fits any standard wood bed rail up to 1" thick. No. 3 fits iron rails. Made of heavy steel; felt lined to protect rail. Fully guaranteed. No COD's. State finish of bed and whether coil or box springs used.

BROCK & CO. Box 96-A, Station E Atlanta, Georgia





Rolling TRAYTABLE

It Folds! It's Featherweight!

This handy utility table saves many steps. Indispensable for indoor and outdoor service. Sturdily built of non-stain aluminum. Three tiers 13½" by 31", height 37". **$11.95**
In luxurious dull gold finish **$17.95**
Postpaid in U.S.A.
Send 10¢ for "Tippler" Catalog 27
HOME BARS • GADGETS • GIFTS • GLASSWARE

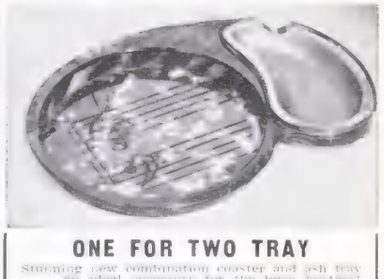
BAR MART
62 W. 45th ST., N. Y. C. MU. 7-1190
America's Most Unusual Store
Bobbie Ganger, Executive Director



VALIANT HANDBAG AND BELT SET

Versatile top grain polished cowhide to go with your entire wardrobe in black, brown, red, green, suntan, bamboo, and mahogany for informal, sport, and tailored wear. Antiqued finished shield offsetting vertical tab—Size 8"x9". $7.95 (plus 20% tax) Belt $2.79 available separately.
"SPORT AGE" CREATION BY BONITA
Free gift catalog on request
$1.00 deposit on all C. O. D.'S

Muriel Duncan Dept HB
Haddon Heights, N. J.
Please send BAG ..... Belt .....
Color ..... P.P. ..... C.O.D. .....
NAME (Please print) .....
ADDRESS .....
City ..... Zone .... State .....



ONE FOR TWO TRAY

Stunning new combination coaster and ash tray ... an ideal accessory for the busy hostess! Skillfully executed in handsome plastic tortoise shell, with flame resistant lacquered brass ash tray. A distinctively different gift!
Set of 8 only $2.50 postpaid.



JAUNTY JELLY JAR CONTAINERS

Standard jelly jars slip easily into these colorful rattan jackets—no more transferring preserves to a dish and back. Available in grape design on wrist and yellow, or apple on yellow, red, green and wine.
$1.95 a pair, postpaid
(including jelly jars)
No C.O.D.'s please
Write for Catalogue B-90

THE SALT AND PEPPER SHOP
445 EAST 86th STREET NEW YORK 28, N. Y.

Window Shopping



Matches Northmore's famous stamp holder pictured at right.

Announcing!

. . . A NEW and BEAUTIFUL

"SCOTCH" TAPE DISPENSER

A handsome desk accessory! Made of heavy polished brass. Comes to you with a standard ¾" x 150" roll of "Scotch Brand" tape. Top holds clips. It's useful, original, exclusive! A fine gift for your many friends. Weight ½ lb., 2" high. Felted to protect desk.

$3.95 postpaid



"Coffee Catch

wouldn't be without one of these for our breakfast table, and in our house it does yeoman service all through the day" says Pat Guinan. Made of Pyrex glass that can be put over the flame, holds 8 cups, and has a choice of red, blue, or green neck, with a wooden handle. Any 2 or 3 initials of your selection.

Complete $3.50 postpaid

Don't Hunt For Stamps

Stamp Dispenser is heavy polished brass, 2" high. Felted to protect desk, weighted to serve as paper weight. Takes regular coil of stamps. Top holds clips.

$3.50 ppd.

In silver plate $6.00 tax & ppd.

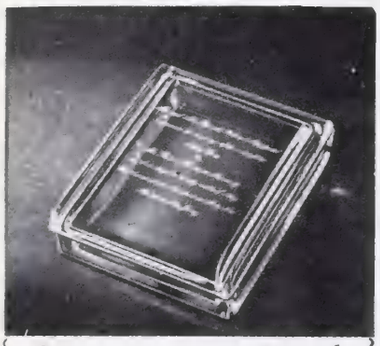


Immediate Delivery—Satisfaction Guaranteed or your money refunded by return air mail.

Northmore's*

Highland Park 4, Illinois

*A Dun & Bradstreet rated concern



Invitation to Smoke

Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5¼" x 4" x 1½". Gift-boxed and sent directly to the bride, if desired. Delivery in about ten days.

$7.95 *postage prepaid*
No C.O.D.'s, please

HOLIDAY HOUSE
19 Bellevue Theatre Bldg., Upper Montclair, N.J.

My Old Fashioned *TRIVETS!*



These 3 beauties are true copies of real choice Colonial originals. "GOODLUCK HORSESHOE" to bring you luck . . . "KING GEORGE CYPHER" for Tories and Antiquarians . . . "CUPID" is for lovers of all ages. Will protect table tops from scars and stains of hot dishes, flower pots, etc. Good mantel decorations and door stops, too. Only $1.15 each or $3.00 for set of 3 in Black Iron. In Brass—$2.25 each. Shipped Postpaid. No C.O.D.'s.

Write For My Free General Catalog

WILL HAMMOND'S NEW ENGLAND GENERAL STORE

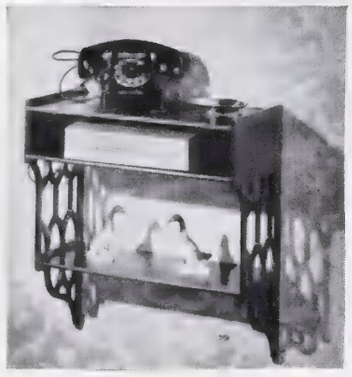
4 Plain Street, Millis, Massachusetts



PENNY PINCHER. Y grandmother called it a retic and perhaps, like us, you a ciate it with the delicious m ory of the peppermint drops always seemed to produce fr its elegant interior. Here's a minikin version with a clip hook over a belt—a *very* c hide-away for Mam'selle Pigta allowance. Gold or silver m $2 ppd. Malcolm's, 524 Charles St., Baltimore, Md



HE'LL PUFF without the h fuss, or bother of lighting when his mind and eyes sho be on the road. To work wonder, just install Wico in hole provided for your pres dashboard lighter. Then when driver is ready for a smoke, just pops in his favorite bra pushes the button. Presto! cigarette is lighted and *puffi* $2.95 ppd. Johnny Applesee Inc., North Beverly, Mass.



GOSSIP CORNER. Where telephone is, there should comfort, and a modicum of vacy, and engineered space to commodate all the accessories make phone conversations pl ant. And so a telephone sta born. It's a solid mahogany s in a mellow-toned Kent finish. three shelves, and measures x 10" x 23" high. $13.95 Raymond Koons, Interiors, 2 W. Homer, Chicago, Illinois.

(*Continued on page* 49)

REPLATE YOUR OWN SILVER

. . . *in 5 minutes!*

with QUADRUPLE SILVAPLATE*

the remarkable silverplating polish that contains PURE SILVER in liquid form.

JUST RUB ON WITH A CLOTH

to replate worn Sheffield and similar ware, and to silverplate any article having a copper, brass, bronze, or nickel-silver base. Silverplates worn chromium, musical instruments, medical and sporting equipment, boat fittings, etc. (brass base). Won't wash off! CLEANS STERLING INSTANTLY! TRY AT OUR RISK. REFUND IF NOT SATISFIED.



SAVE OVER $100

in plating costs with 8-oz. ECONOMY SIZE, $7 Postpaid ($1 saving). 4 oz. $4. (Sorry, no C.O.D.'s)

SPECIAL OFFER

with every 8-oz. bottle, one dozen SILVA-CLOTHS (handy application cloths) without extra cost.

MAKES A WELCOME WEEK-END GIFT

*T.M. Insist on genuine QUADRUPLE SILVAPLATE, product of Silvaplate Corporation, New York, tried and recommended by two leading national magazines. Actually good for your silver. CONTAINS NO MERCURY OR HARSH ABRASIVES.

Exclusive product of

Little Grey Fixit Shop
"We Mend All But Broken Hearts"
Dept. 8-92, 1300 Madison Ave. (92nd)
N. Y. 28, N. Y. Please Rush:

____bottles (8 oz.) SILVAPLATE @ $7 Postpaid (includes 1 FREE doz. SILVA-CLOTHS)
____bottles (4 oz.) SILVAPLATE @ $4
____pkgs. of 12 SILVA-CLOTHS @ 25¢

I enclose check or M.O. for $_____. W. of Miss. add 25¢. Overseas 50¢; New Yorkers 2% sales tax.

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CITY_____ STATE_____

Phone: ATwater 9-4020

TRIM—FORM

WITH THE Personalized FINGER-TIP CONTROL



For the Carefree Days ahead . . . A Lovelier Figure for YOU. Step into Fall with that trim, slim look. Beautify your figure the pleasant way, the easy way, economical way, at home, with the NEW EFFORTLESS SELF-MASSAGER and SPOT-REDUCER.

Practical. Inexpensive. Fully Guaranteed.

For full details
Write Dept. 28-T

TRIM-FORM STUDIO

P.O. BOX 1457 PATERSON, NEW JERSEY



originated by

Henry W. Longfellow

ANY COLLEGE SEAL emblazons y heraldic distinction this hand wrought co basket. Every young and old grad on your will want one.
13½" high—**$15.00** *ppd.*

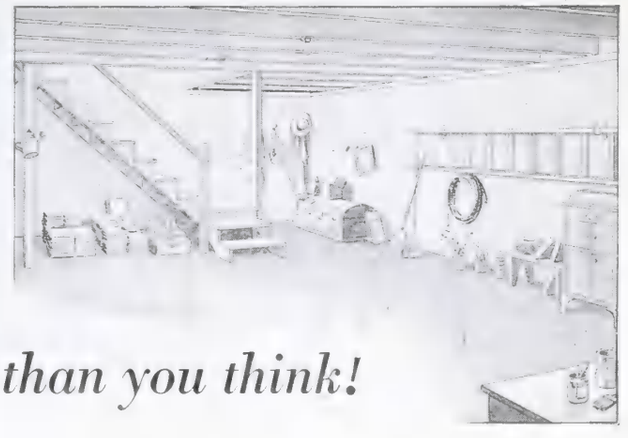
A gracious expression of your good taste copper basket with three hand wrought Old E lish initials for the bride—a gift thoughtf chosen.
13½" high—**$15.00** *ppd.*

Our new brochure on request.

HENRY W. LONGFELLOW Stu
Weston 93, Massachusetts



It's almost a miracle . . . the transformation of shabby old "waste space" into a high spirited playroom like this. And so durable and easy to keep clean! The Micarta ® Plastic Laminate top on the snack bar never stains or mars in ordinary use. And the plastic Kalistron ® upholstery on the bench combines handsome appearance with remarkable resistance to wear.



This "Best Cellar"...*costs less than you think!*

Craftsman Grade Weldwood Plywood saves you more than 30% on the material cost of beautiful wood-paneled walls.

Your basement can wear a party dress, too . . . at a cost so low it will surprise you. Craftsman Grade Weldwood brings you genuine hardwood paneling at a saving that can mean the difference between having . . . or not having . . . a "gala room" like this. For you can buy these quality panels *up to ⅓ less than has been possible for many years.*

And make no mistake about it. These *are* quality panels, available in birch, oak, walnut and Korina . . . surpassed only by the superb Algoma Grade made in our Wisconsin mill.

Craftsman Grade Panels carry the Weldwood warranty. Properly installed, they're guaranteed for the life of your home. And remember this all-important point: your first cost is your last; no periodic expense for painting and decorating.

Many home owners save even more money by doing the work themselves. The big Craftsman panels go in quickly and easily. The folding doors covering the shelves and television nook in the room above are surprisingly simple to install. And the Weldtex* ceiling squares go up in a jiffy. They also enable you to use the recessed lighting . . . strikingly beautiful, yet simple and inexpensive to build.

All these structural details are described in the *free* folder offered in the coupon. Get the famous Easi-Bild Patterns too . . . see how easy it is to build the snack bar at the left and the two all-purpose tables.

*And . . . an FHA Home Improvement Loan gives you up to three years to finance your remodeling!

See how easy and inexpensive it can be to have a beautiful playroom? Don't lose any more time. Start now getting the figures together. Your local lumber dealer will be glad to help you estimate. The coupon below offers our help, too. Mail it today.

UNITED STATES PLYWOOD CORPORATION
Box 61, New York 8, N. Y.
Please send FREE folder describing room above. Also send items checked below for which I enclose remittance.

- ☐ *"Beautiful Wood for Beautiful Homes" (10¢).*
- ☐ *Easi-Bild Pattern #90, for the snack bar (25¢).*
- ☐ *Easi-Bild Pattern #95, for the all-purpose table (25¢).*



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STREET _____

CITY _____ ZONE ____ STATE ____ HB-9-50

WELDWOOD PLYWOOD

*U. S. PAT. NOS 2286068, 2363927, 2363492. TRADEMARK REG.

DUNBAR

for Modern

HANS VAN NES



Coffee Table of metal, glass and Finnish birch burl, No. 4610. Sofa, buttoned inside and out, with foam rubber mattress, No. 4623. Commode, No. 4478. Decorator Chair with foam rubber seat and back, exposed wood base, No. 5000A.

You cannot tell a chair by its cover—nor a sofa.
But if Dunbar is the maker,
you know that the inside story fully satisfies
the outside's bright promise.

MODERN INTERIORS Send 25 cents to Berne, Ind.
for this profusely illustrated booklet
on decorating your home successfully.



Modern Morris Chair with cane-paneled, adjustable seat and back, molded foam rubber cushions and one-piece laminated wood supports, No. 4731

DUNBAR FURNITURE MANUFACTURING COMPANY • BERNE, INDIANA

CHICAGO: 1638 MERCHANDISE MART • NEW YORK: 227 EAST 56TH STREET
KANSAS CITY: 212 MERCHANDISE MART • BOSTON: 203 CLARENDON STREET



THE PATTERN YOU'VE BEEN WAITING FOR— NEW *Gorham Lily of the Valley* STERLING

YOU'VE HAD your heart set on owning Gorham Sterling. Now there's no reason why *your* table shouldn't be set with Gorham's lovely new pattern, Lily of the Valley. Gorham's latest silver creation was inspired by Nature and the legend-laden flower of all lands. Hundreds and hundreds of women tell us that this is the pattern they've been waiting for. Here is silver that lasts forever...actually grows more lustrous and lovely with use.

Fortunately, this beautiful *solid silver is so easy to own.* You can start your set of Gorham "Lily of the Valley"*—with a place-setting of six pieces. You'll be surprised at how many *additional* place-settings and serving pieces you'll get at Christmas, on anniversaries and birthdays. You'll soon have your full set!

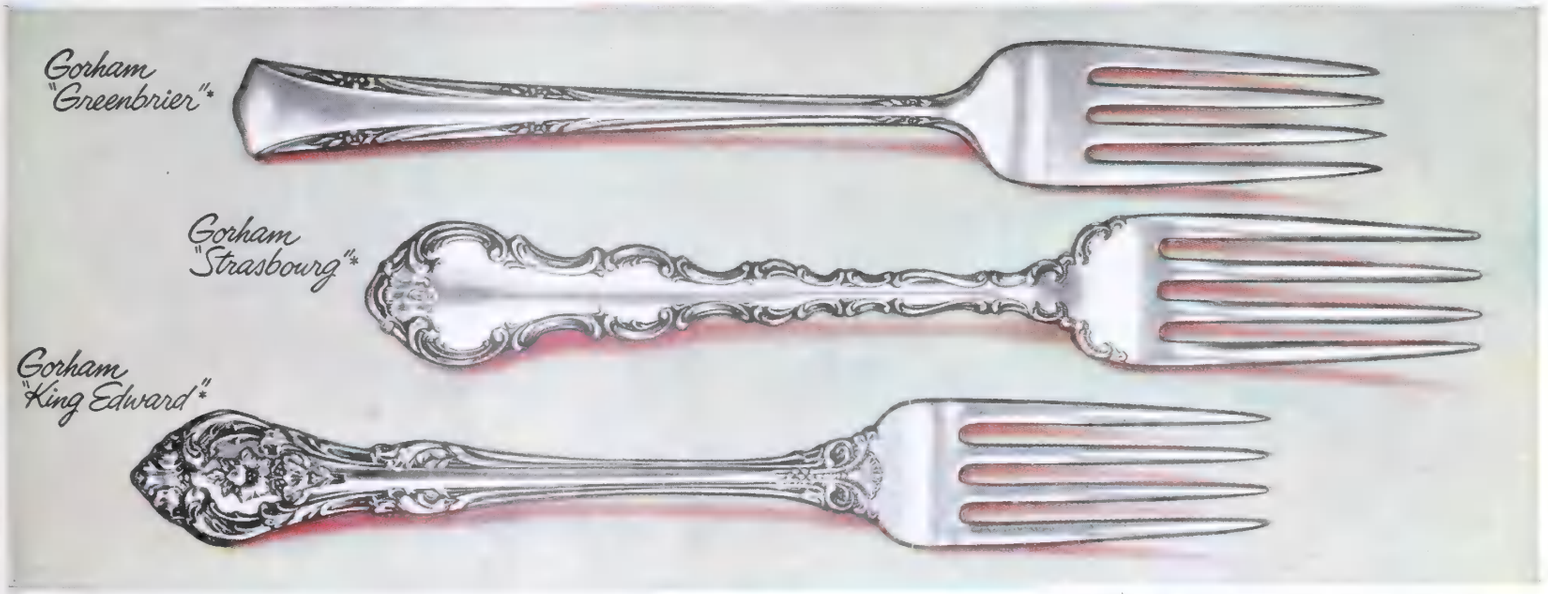
Why not visit your Gorham dealer and choose your favorite from the sixteen Gorham Sterling patterns—always-in-fashion, always-in-open-stock. From $25.00 to $32.50 per six-piece place-setting (incl. 20% Fed. Tax).

YOU'LL BE PROUD TO SAY—

IT'S *Gorham*
STERLING

America's Leading Silversmiths Since 1831

No wonder Gorham* is America's leading sterling! You can see the finer design and craftsmanship—feel the better balance in Gorham Sterling.



ALSO MAKERS OF GORHAM SILVERPLATE, GORHAM SILVER POLISH, GORHAM BRONZE, GORHAM ECCLESIASTIC WARES

*TRADE MARKS. COPYRIGHT 1950 BY THE GORHAM COMPANY



"Four Winds", the Gladwyne, Pa. home of Mr. & Mrs. Thomas Barnes, 2nd, is delicately formal in theme—richly dramatic in color scheme.

Decorative...Delightful...Dramatic...

You Can Work Wonders With Wunda Weve



Wunda Weve is easy to vacuum. The pile is woven through the back and double locked for double durability. Yarns are predyed. Wunda Weve wears comparably to quality wool broadloom.



Wunda Weve is prelaundered and preshrunk. Small sizes go into home washers, larger sizes go to laundries at low bulk rates . . . come out bright, fluffy as new.

You'll find Wunda Weve is a special asset in even the most attractive rooms. Its wonderfully decorative texture and glowing colors put it in a class by itself among all other floor coverings.

Wunda Weve is a *new* kind of carpet, loom woven from long-wearing cotton fibres. Its range of exciting colors, from delicate Ancient Ivory to dashing Cherry Red, makes it easy to have just the decorative effect you want for any room in your home.

The Dining Room of "Four Winds" (shown above) sparkles with the dramatic simplicity of soft white walls, antique white sideboard, Turquoise upholstery, polished mahogany and gleaming, antique silver, with a Cherry Red Wunda Weve as the dominant and exciting accent. Note the flowing, random pattern of highlights and shadows formed by Wunda Weve's deep, cut pile.

You'll find Wunda Weve in leading rug departments everywhere. Select yours soon in just the color you desire, round or oval, standard room or scatter rug sizes. (If your rooms are extra-large or oddly proportioned, you can order a Wunda Weve to fit.)

Guaranteed by Good Housekeeping



Write today for free copy of our beautiful full color booklet of room settings. Beirug Mills, Inc., [illegible] Dryer Street, Greenville, South Carolina.

WUNDA WEVE

Lovely, new Colors . . . Magic Blue, Dusty Rose, Fairy Green, Forest Green, Muted Beige, Ancient Ivory, Dove Grey, Taupe Grey, Wood Rose, Cherry Red, Gold, Chartreuse, Cinnamon.

Beirug Mills, Inc., Greenville, S. C.—New York, Chicago, San Francisco

Window Shopping

CONTINUED FROM PAGE 44

ELEPHANT FLAPPER
a Bear Brummel have dis-
ed that holding hands is a
ious way to spend an eve-
. Both are dressed for court-
and obviously Teddy, in his
y's jacket, finds nothing
g with Elly's white plush
. In red and blue percale,
even serenade each other
"Teddy Bear's Picnic" or as-
d tunes. $5.95 each ppd. Ox-
Toys, 22 E. 49th St., N. Y. 17.

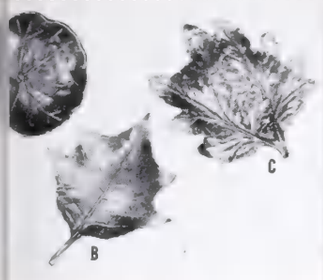


EDISH BUTTER
RMER. Put one of these at
guest's place the next time
have a lobster dinner.
're unbelievably satisfactory
nelted butter and hot sauces.
ll them with your own special
e mixture and let each
n spread his own cracker.
hwood with stainless steel
g. 6" long over-all, server.
and tray are $3.95. Ppd.
more's, Highland Park, Ill.



DEN TOUCH. The well-
leted wrist is a fashion must
season, so for an auspicious
r, we show you a gold-plated
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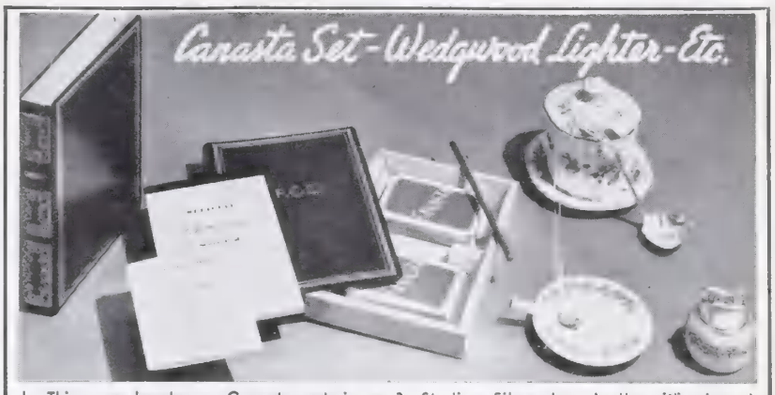
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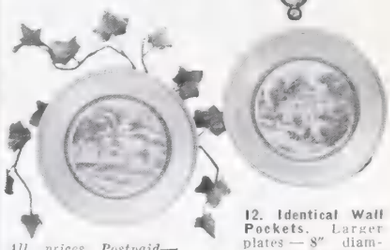
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Gilchrist's



talented little jacket
in luxury corduroy

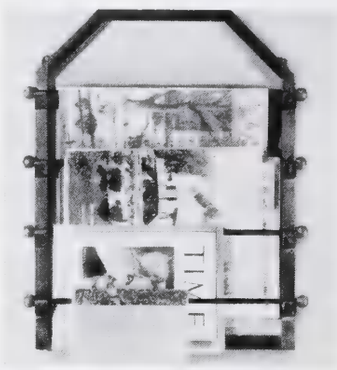
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In kitten soft lightweight corduroy—
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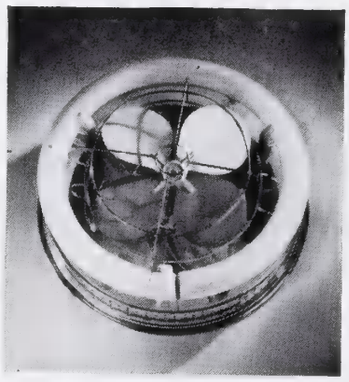
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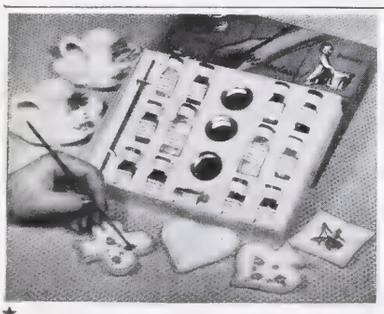
Window



MAGAZINE RACK to end clutter of the living-room ta and bring order to library ch is this one that attaches to a w or the back of a door. Its rem able rods make for easy pla ment of any size periodical you'll want another to double a guest towel rack in the ba room. In mahogany or ma finish, or unfinished, it's $8 p Muriel Reynolds, Box 187, guna Beach 17, California.



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Fascinating New Hobby

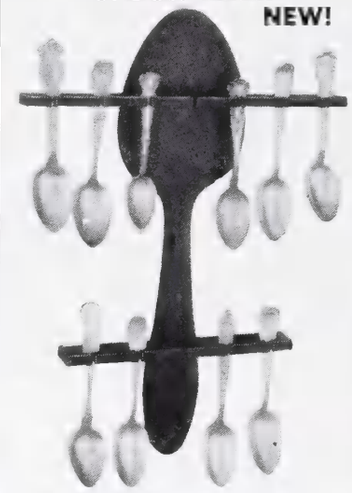
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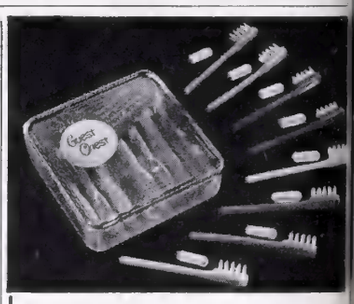
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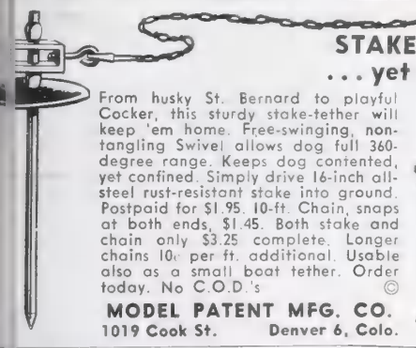


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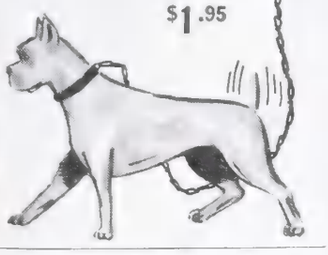




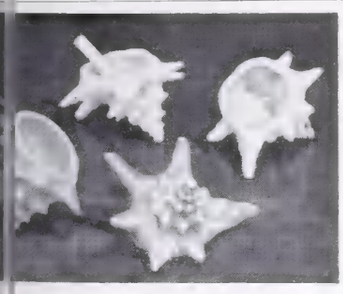
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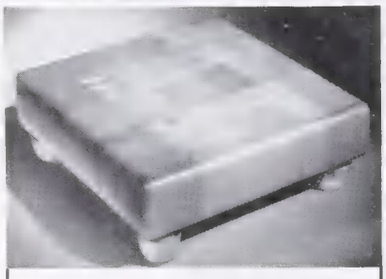
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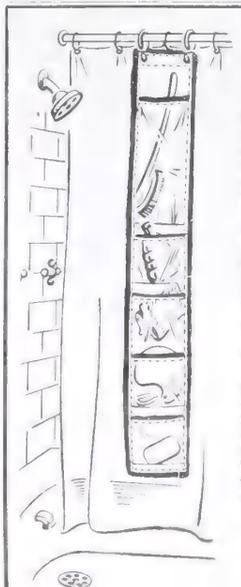


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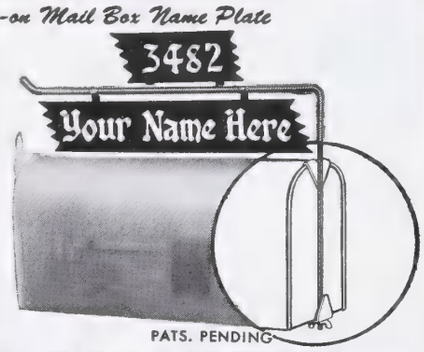
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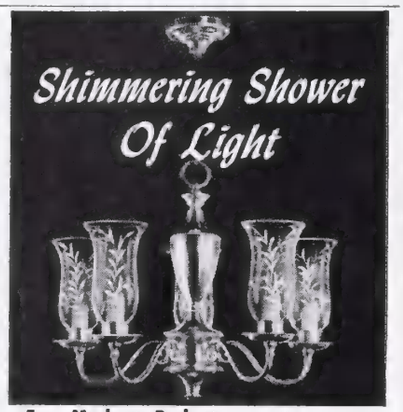
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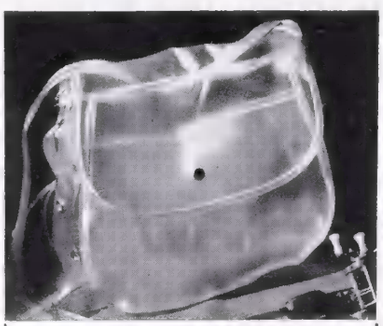
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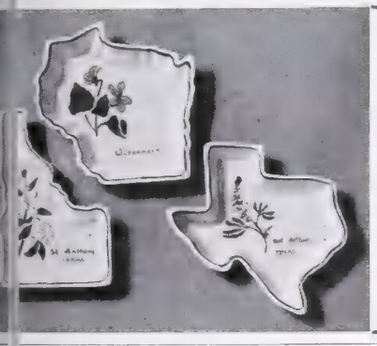


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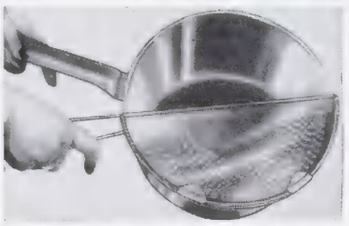
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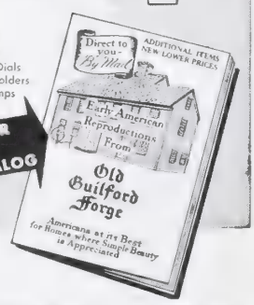
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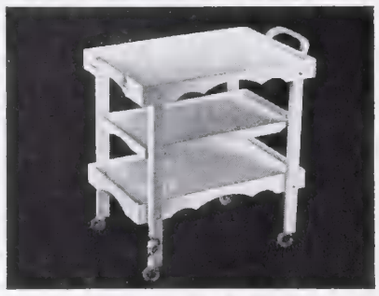
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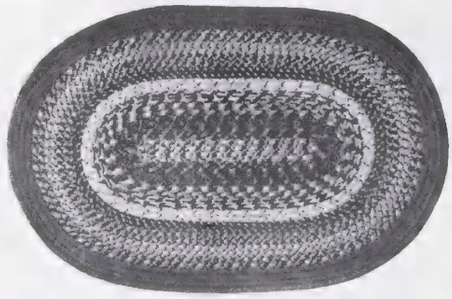
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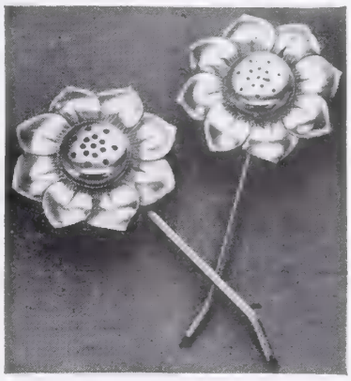
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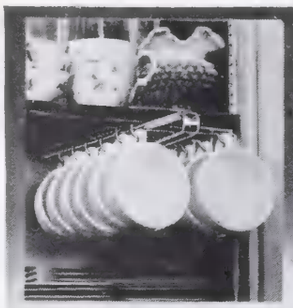
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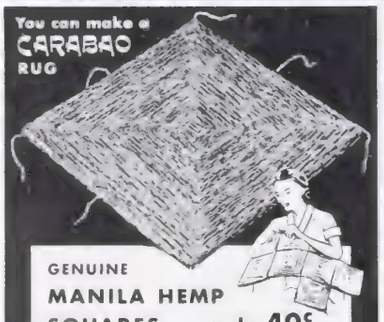
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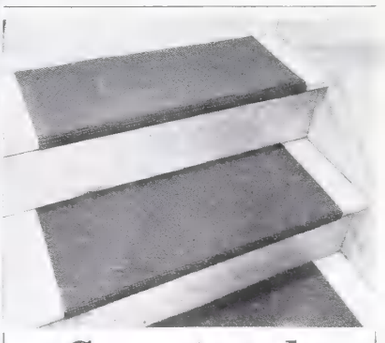


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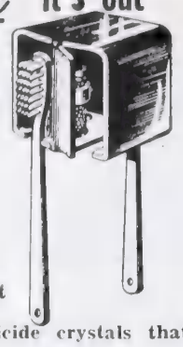
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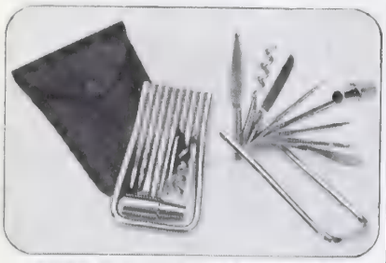
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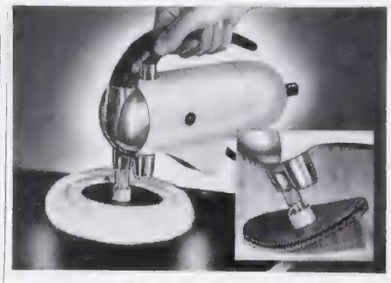
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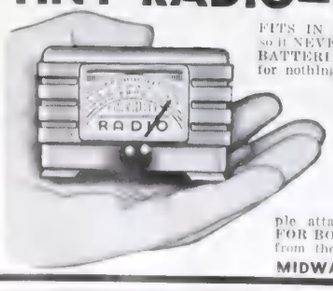
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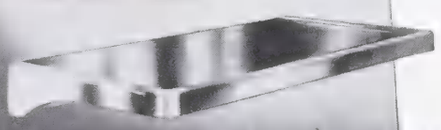


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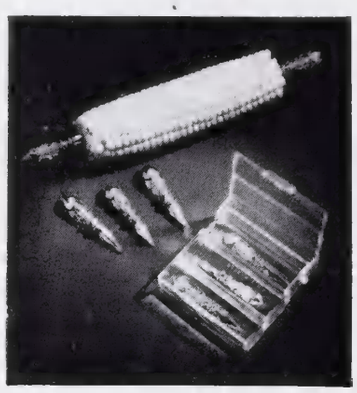
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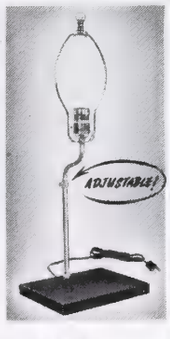
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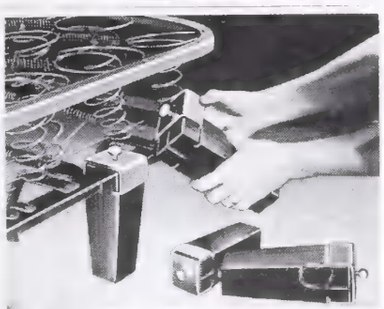
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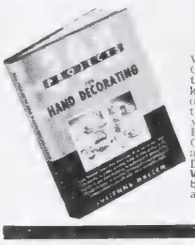
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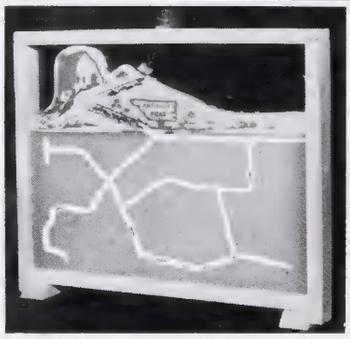
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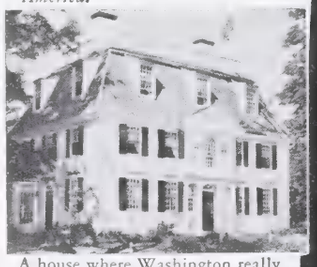
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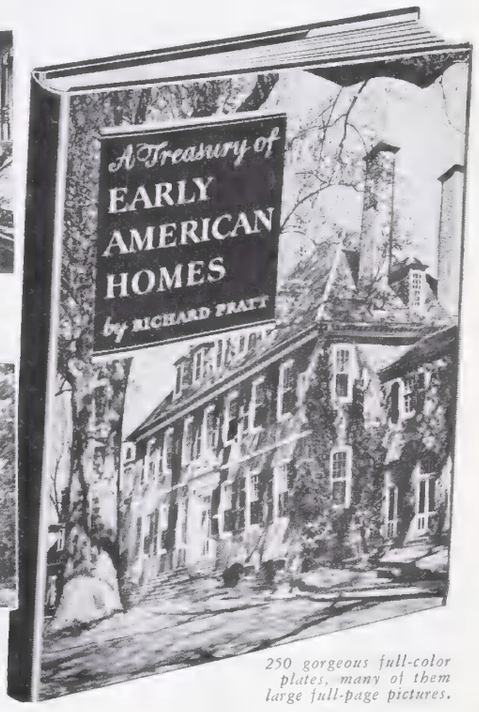
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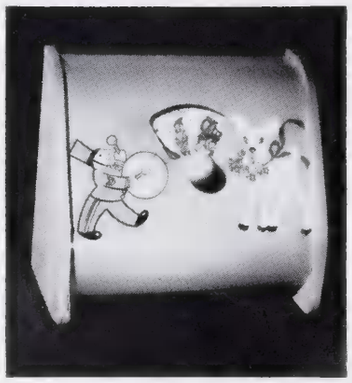
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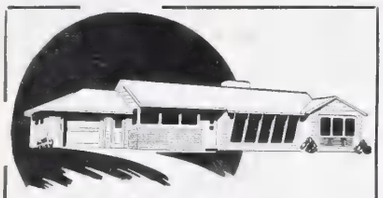
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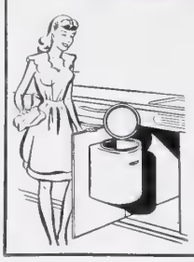
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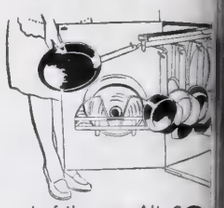
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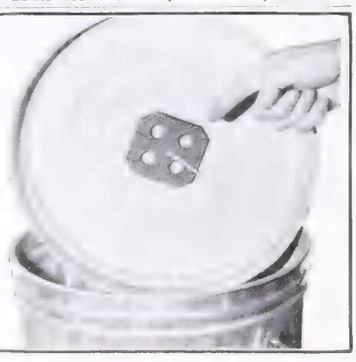
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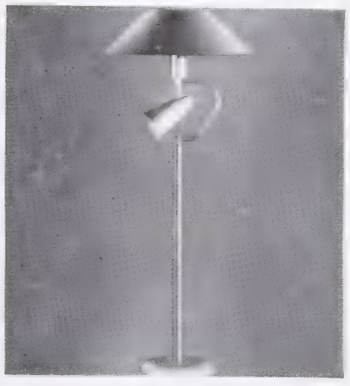
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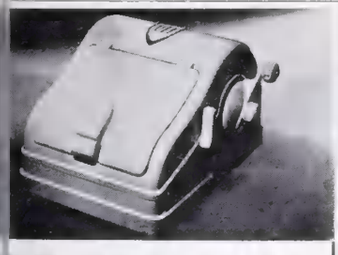
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How to leave home and like it

by Louisa M. Comstock

Spice on any Caribbean Cruise is the Netherlands West Indies island of Curaçao. Nothing you have seen elsewhere in the Caribbean prepares you for it. Your cruise ship approaches the usual harbor mouth, passes the usual fortifications. But then, instead of carrying you merely up to the port city of Willemstad, it takes you right on through it as on a liquid main street, between rows of narrow gables, scalloped, scrolled, and variously colored, and as Dutch as the Zuyder Zee. It's a pretty remarkable experience, especially when you go sailing literally into town on any such impressively sized ships as Grace Line's "Santa Paula" or "Santa Rosa."

Budget well your time in Curaçao, also your money and your customs allowance. Even a few hours ashore will reveal a unique combination of peoples, languages, customs. And since Curaçao is an almost free port, it affords some of the area's more exciting shopping. The usual shore trips give you a taste of both. But you will be tempted also to take the 35-minute flight over to Aruba, whose Palm Beach is considered something special in high swim-and-suntan circles, or to dawdle on the Hotel Americano's cocktail terrace watching the Queen Emma bridge float aside to admit other ships. Or you may be tempted to overstay your time on the dining terrace of the new Peter Stuyvesant Hotel, Curaçao's first in the Caribbean linger-in-luxury tradition, gloating over the dazzling blue of sky and water. And it will always be difficult to leave without once more dashing back to Heerenstraat for one more consideration of that Delft Blue plate, the fine German camera, that exquisite Madeira linen, that French perfume!

The Leaves Are Turning—

In California's Yosemite, where even in September the high meadows try on their fall color scheme. For rates and reservations at the Ahwahnee or Yosemite Lodges, both open all year, write Yosemite Park and Curry Co., 39 Geary Street, San Francisco 8, California.

In New York State, where the color starts upstate and spills down into the Finger Lakes and the Catskills around October first. Many resorts offering accommodations remain open through the leaf season, and boat tours from Alexandria Bay and Clayton continue to show you the Thousand Islands in fall finery. To plot your trip, ask the Division of State Publicity, State Department of Commerce, 112 State Street, Albany 7, to send their free, beautiful, and detailed booklet "New York State Vacationlands."

(*Continued on page* 177)

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels.

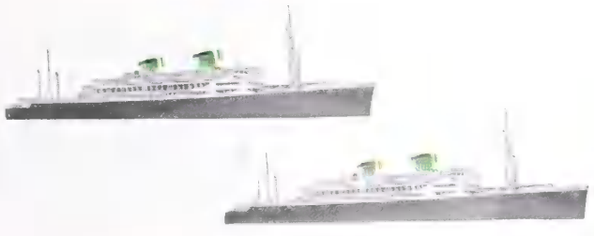


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This *New Arlington Group* by Kling is outstanding in its traditional design, its exceptionally fine construction, its beautiful, lustrous finish. These are but a few of the lovely pieces in this popular suite. Ask to see the *New Arlington Group* by Kling at the better furniture and department stores. It is open stock, of course.

Send 25¢ in coin (no stamps, please) for big, new illustrated booklet "Your Bedroom and You." Contains many helpful suggestions on bedroom decorations and arrangements. Dept. HB9, Kling Factories, Mayville, N. Y.

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Song in the wind and the story over . . . shadow of a rose on the wall . . . time ticking in heartbeats . . . sweet time of security . . . and the warm wool blanket folding this moment into memory.

The mother and child have different names all over the world . . . but the blanket that holds them, frames them in dear unfading color, incredible softness and purest wool warmth— the long-lasting blanket whose bindings glow with the lustre of moonlight has only one name . . .

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There are now six Wallace designs by William S. Warren. Each is a work of art, sculptured to express a mood of beauty. Pictured above, from left to right, Grande Baroque, Sir Christopher, Grand Colonial, Stradivari, Rose Point, and the new "Romance of the Sea." Each is created in full-formed "Third Dimension Beauty"—beauty from every possible view—front, profile, and back. Each Wallace Sterling pattern is truly a treasure . . . distinctively beautiful . . . sought-after wherever fine sterling is sold. See all six Wallace Sterling "Third Dimension Beauty" designs before you decide upon your sterling silver. Six piece place settings priced from $27.40 to $37.50.

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It's Worth MENTIONING

by Julie Polshek

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Two screws affix the paint-
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wn. Panels can be joined to
giant pegging areas. (Stores
them wall-to-wall for dis-
) $4.50, with 12 hooks, 2
extra set hooks, bars $1.50.
r hardware available.)
a-Vac suction-mounts board
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ve., N. Y. C.





It's portable and hangable, measures a mere 22½" x 22" x 21½", rates high on storage space, weighs only 60 pounds. But this Asthal electric refrigerator has red-hot news beyond all that. It's motorless, draws only 95 watts. It operates on any cycle of 110-15 V. current, DC or AC. It's speedily adapted for 32, 16, and 6 volts by a special element ($2). Asthal is silent, vibrationless. $129.50. Bar Mart, 60 W. 45th St., New York, N. Y.

rific" is the menfolks' ver-
ct on this Barron Speed Vise.
tly grips workpieces as thin
per and up to 3 inches thick
tic, metal, wood. The clamp
adjusts itself to the project
d; delivers it without disfig-
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. Three screws speedily af-
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work surface. $1.95. Bar-
ol Co., Detroit 1, Mich.



APHS BY FRED LERNER



This all-purpose Easy Day waterless cleaner has much to boast about. But its greatest virtue is that it leaves the luster of painted surfaces intact. Gentle as the cream is on paint, and your hands, it attacks dirt with a vengeance. Greasy dirt film, fingerprints, pencil and crayon marks all yield to it. Just rub it on and wipe it off. Perfect for venetian blinds. 3-lb can. $1.20. Jordan-Marsh, Boston, Mass.

(Continued on page 75)



AM•FM•3 Speed
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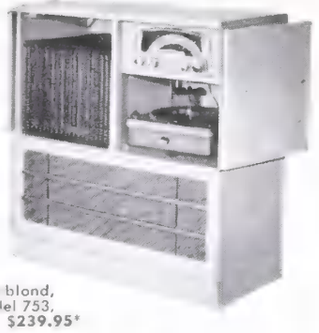
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General Electric Co., Electronics Park, Syracuse, N.Y.

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You needn't know music. Thousands without *any* musical training have learned to play simple pieces on the Hammond Organ in less than a month.

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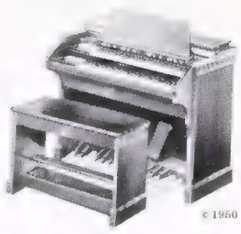
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The real present and the unreal past

I know only two kinds of people: those who live in the future, "when things are going to be better," and those who live in the past, "the good old past when things were ever so much better." Have you met many people of whom you could say that they live in the present?

Very soon the new concert and opera season will begin. We shall receive our usual complement of conventional and a modicum of unconventional concerts. No matter what the coming season will turn out to be, no matter what new pianists, violinists, singers, and other new talent may come forth to ravish the public ear, we shall have with us those people who assert, without admitting contradiction, that things in the world of music used to be better than they are now, that the stars of our day do not compare with the stars of past days, and that this particular season is one of flat mediocrity. The older people, especially, will tell us, with that sweet condes sion that those who have live long time arrogate unto themsel that singers used to have far n beautiful voices than those we hear at present. Indeed, there no good voices left, my dear; in time, I heard Caruso and Semb and Fremstad and Schuma Heink. And whom have you today compared to them? So t will assert, and their discourse be summarized under the gen heading of "The Golden Age." sigh will follow it.

There is something in what t say. There undoubtedly is. We l nobody like Caruso today, tho there are two tenors, each of wh claims that he is the second ruso. (Neither of them is—b long shot!) We have nobody Feodor Chaliapin. I have rece listened to a great many old ords, among them the record of Chaliapin as Boris. To liste that performance is a unique perience; there is a sureness a



PHOTOGRAPH OF CALVÉ, COURTESY BETTMAN ARCHIVES

Emma Calvé as Carmen



PHOTOGRAPH OF FARRAR, COURTESY CULVER SERVICE

Geraldine Farrar as Carmen



Gladys Swarthout as Carmen



Rise Stevens as Carmen

Who are the great musicians?

. . . our modern artists or those who played and sang in the "good old days"?

by Richard Williams

an authority, which transpires through the old record. The filled every nook and cranny the tragic role. We have today dramatic soprano voice comable to Rosa Ponselle's. Stage ght made her retire from singing le the voice was still glorious. ore her retirement. I heard her y times. I have not since heard singing like her smooth and ted investiture of that most difult of grand opera arias, the sta Diva" from *Norma*. Nor has subsequent "Ave Maria" thrillne as much as Ponselle's.

ur interest in such past prodiis legitimate and understand. Such an interest exists, and to igh degree. A young man by name of Wally Butterworth ducts a successful radio pron which he calls "Voices of the " and in which he plays the rds made by the old stars. e of these recordings are quite ezy, but it does not matter. listeners overlook acoustic deand are fascinated. Last sea- he boldly hired the Metropoli- Opera House for a unique proj- He was going to play, he said, a whole evening, nothing but rds of the voices of the past. live talent at all, just records. everybody's surprise—includ- his own, he afterward told me e sold out every seat!

I have nothing against admiring the past. Indeed, I do it myself—and too much of it. Yet, one needs to season one's admiration for past greatness with a more reasonable appreciation of the present. We cannot be asked to achieve a retrospective view of the present and, therefore, we are likely either to overvalue it or undervalue it. In musical performance we are more likely to undervalue present artists simply because they are present and the distance of time has not as yet lent them enchantment. But in all fairness we must appraise past artists honestly. The fact is that the singers of the so-called Golden Age were not always and not invariably the paragons that we now make them out to be. Misguided by our sentimental hankering after "the good old days," the ear is tricked. I have heard many recordings of the stars of the Golden Age which are something less than perfect. To be blunt: The recordings are downright bad. I do not speak, of course, of technical shortcomings in the record. I speak of the performance, of the way the song is sung. More often than occasionally, these performances are surpassed in artistry, in musicianship, in fidelity to the composer's wishes, in understanding of the contents of the music, by singers

(*Continued on next page*)



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THE REAL PRESENT AND THE UNREAL PAS

CONTINUED FROM PRECEDING PAGE

of today whose voices may not compare either in beauty or in bulk with the voices of the past. Such is the evidence, the only trustworthy evidence. We cannot believe legend or hearsay. We *can* believe what we hear. True enough, a record (particularly an old one) cannot capture the whole fascination of a singer's personality. But a singer must stand or fall by the music he produces. That part of him is on the old record as a musical document.

Even the contemporary accounts of competent judges may disillusion us. Caruso, said a contemporary critic, was a very indifferent actor: One could not expect him to give an illusion of the character he was impersonating. Perhaps the critic was prejudiced; but it makes one wonder. As a lover of Verdi's music, I have made it my business to find out all I could about the première of Verdi's last opera, *Falstaff*, a performance which Verdi himself directed and which has gone down in the annals of musical history as a matchless and definitive performance. By chance, I came across a letter written by Giulio Ricordi, Verdi's editor and publisher, a man who knew a great deal about music and who is to be considered a competent witness. He said that all the singers—including the famous Maurel—were "almost mediocrities" and that they were "very bad in their first interpretation." It was only the arduous work of the old Verdi himself, who taught the singers the sense of the words, who taught them how to phrase the music and showed them how to behave themselves on the stage, which "finally succeeded in obtaining a persuasive interpretation." How do you reconcile such a statement with the worship of the old singers?

It is not my purpose to belittle the past. I devoutly wish that we had a few of the voices of the Golden Age with us today. I think an interest in past glory is instructive, provided that we mix with it a little critical salt, provided particularly that we learn to live in the present and appreciate for its worth the good music-making that is to be heard in our day. A great deal of such music-making *can* be heard. If it is true that the singers of our age do not have the golden voices of a past age (and there is much to be said on both sides of that question), it is also true that we are living in our own spec Golden Age. To be specific: chestral playing has achieved a gree of perfection unknown in last century or even in the beg ning of this century. The perfo ance of *Falstaff* that Toscanini g last season was, I am sure, a gre er performance than the premi of the opera, regardless of singers. All in all, the playing our major orchestras is superb. are quite likely to take it for gra ed because, as I say, no roma distance separates us from it. Wh you hear Beethoven's *Pasto Symphony* performed by the B ton Symphony or the Philadelp or the New York Philharmonic, for that matter by one of the g smaller orchestras, you are hear it performed with a rectitude t Beethoven never dreamed of which would have caused ma and astonishment as late as thi years ago. What do we do? clap politely and go our ways.

We hear stories of "the tit of the keyboard." We are t about the playing of a Liszt Rosenthal, a Busoni, a Godows Do you believe that they pla better than a Horowitz, a Rub stein, a Moiseivitch? I do Young piano students of consi able talent will tell you—so what ruefully—that the art made such progress as to al room for only the very supe talent, a condition which did exist in former days. As to the lin, I believe that Heifetz can practically everything that Pa nini did, and I am certain that plays with greater artistry.

It all amounts to this: We n not let sentiment of the past us into a disparagement of present. We must not altoget accept all the stories of past gr ness. These stories have a way becoming more and more ros and less and less exact. The in art is important to us: No a can do without it and all art n lean on it. It is entertaining stimulating company. But let it keep us from the enjoyment of present! This is a truth whic believe to be applicable to o fields of living and of enjoym than of music alone.



IT'S WORTH MENTIONING

CONTINUED FROM PAGE 71



underside of these steel fur- ure gliders is carpeted. A for furniture that resides on carpeted area, linoleum, or lide-O Gliders move it about ever a mark or scratch in its Their wool carpeting is firm ugged: cemented on to stay. s fit caster sockets. Set of 4, gany or antique-brass finish, .25. 4 grip-neck sockets (for stered furniture) 15¢. L. C. Co., Eau Claire, Wisc.



stains and gray stains dis- pear like magic when Por- en goes after them. We've seen anything work such rs on porcelain plumbing s. Stains that resist all us treatments yield to this ional porcelain cleaner. You wipe it on and rinse it off. dorless liquid doesn't harm rcelain and it's easy on your . $1 a pt., Stellad Products, apolis 25, Ind.

PHS BY FRED LERNER



A hand-printed toile print as fine as this, priced so low, is a rare find. This Putnam Mill design, House of Toiles say, is the belle of the authentic Early American prints they reproduce. It captures the beauty, coloring, and hand-done look of early toiles. Blue, green, red, or brown. On fine-quality natural duck or muslin, $1.50 yd.; on linen $3. Printed to match color sample, 50¢ yd. extra. House of Toiles, Carmel, N.Y.



Even odor-spreading culprits like cantaloupe and cauliflower behave when Charo is on duty. A can of the activated-charcoal deodorizer keeps the refrigerator sweet-smelling and free of food odors for a couple of months. Charcoal's magnet-like power to attract and hold odors or impurities makes sure no food taints the flavor of another, or the ice-cubes, 3 for 87¢. Requa Mfg. Co., 1193 Atlantic Avenue, Brooklyn, N. Y.



Nothing enriches the flavor of baked beans, stew, sauces, and cereals like long, slow cooking in crockery. This trim West Bend electric bean pot achieves that old-fashioned goodness the modern, easy way, and with no watching. The unit comes apart so you can dunk the glazed brown crock for washing and use it for oven duty. Base (95-W.) doubles as a warmer for beverages or food. 2 qt. $6.50. Artisan Galleries, Ft. Dodge, Ia.

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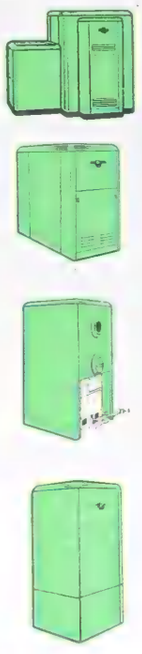
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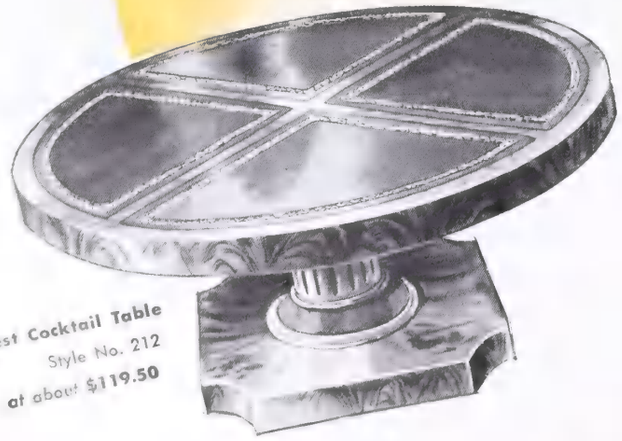
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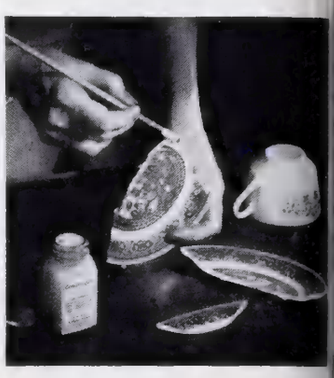
IT'S WORTH MENTIONING

CONTINUED FROM PRECEDING PAGE



The playhouse look of this min ture "closet" works coerci wonders in training tots to hang their clothes and keeps things ti Kiddi-Rac has a 10" x 14" footge tray, 2 arms for mitts and he wear, a bracket for hangers, a 10 hooks along the top. It's steel, firm-footed, and rugge built. Perfect for the back-en way, come wet and snow. Red, y low, or blue with gray base. $6. Dayton's, Minneapolis, Minn.

Cementique was especially developed for the antiques world by one of its members. Use it, and you'll know why the trade and professional menders say the synthetic-resin emulsion is unbeatable for china, glass, or wood repairs. It has Herculean bonding strength that's not weakened by age or climatic conditions. It's creamy white, adheres almost instantly. A damp cloth wipes off excess. $1, Antique Corner, South Bend, Ind.





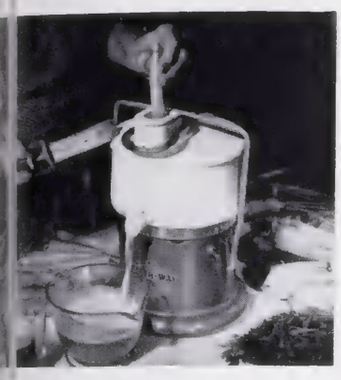
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Portable electric outlets! Tap-A-Line sets them up when and just where you want them. Plug its 6-foot cord into a wall outlet, and the foot-length track, end to end, is ready to take on kitchen or table appliances, lamps, tools, movie, or darkroom gear. You can attach the track as a permanent fixture; for temporary stints just lay it where you will. Takes 110-watt load (1 amp.) $2.25, Venture Inc., 70 W. 45th St., New York, N. Y.





A revolutionary cold-water fil ing process converts any grou coffee (a pound at a time) i superb liquid extract as unique Filtron itself. The convenient tract yield (makes 40-60 cups coffee) retains its remarka fresh-roasted flavor and aroma months. It's real caffeined cof but so purified in the filtering t many doctors sanction its use diet patients. $19.50. Otto Pom 56 W. Adams St., Chicago,



The performance of this Health-Way fruit and vegetable juice-extractor measures up to far costlier ones. It does an all-out job of extracting juice and food value from pulp. Durably made, too, and easy to use and clean. Only one moving part. It's safely housed-in during use; free and clear for washing when you unclamp top and base. Metal parts that contact juices are non-corrosive. $59. Black & Co., Forest Hills, N. Y.

e water-tight seal this plastic aulking cream creates around nbing or other wall fixtures s for good. That's because Tub- flexes when the joint expands ontracts, or the fixture or wall e. It never loses that "give," its porcelain-whiteness and sat- hard finish. You can even r it. Paintable, too. A tube re- s 12 linear feet. $1. (A fine ad- ve for linoleum, tile, metal, Rayl's, 228 Congress, Detroit.





No prowler will brave the shrill, continuous signal which Alert Alarm sounds off. The slightest movement of the window or door it protects starts its call. A flip of the lever stills its voice when you're alerted or want to make it inoperative. No wiring needed. It's self-contained, powered by a battery guaranteed for five years. Trim plastic housing screws on. Ivory or walnut. $1.98. Electromagic Co., 1003 Penn St., Pittsburgh, Pa.

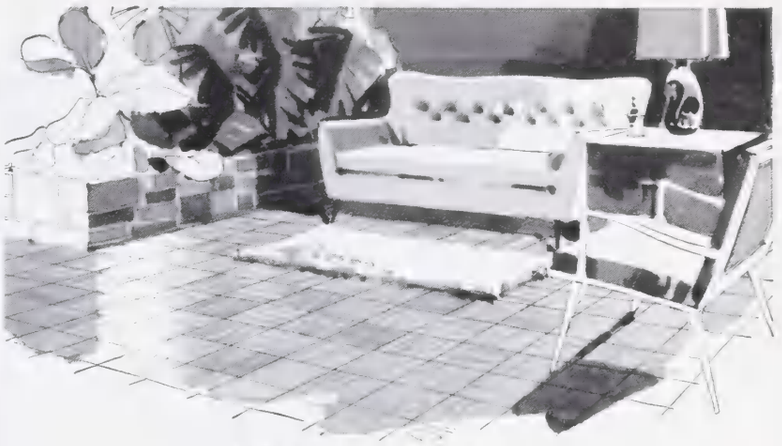
n can replace your present sofa llows with these wonderously fortable foam-rubber inner ions in no time. Just a matter ndoing and resewing one seam e casing. They give the sofa's earance a lift, too, and last and 20" x 22" or 22" x 22" (3⅝" ng), $8.10 and $8.65 ea. Other , shapes, thicknesses avail- ; also foam rubber cut to pat- Foam Rubber Store, 1427 id, Cleveland, Ohio.





From Sweden comes the loveliest and most useful stove-to-table ware we've ever seen. It's cast-iron, exquisitely shaped, and coated with lustrous porcelain-enamel that has the look of stoneware. Trim is blue. Use Canton ware for cooking, baking, or broiling. The food stays piping hot for serving. 20-, 26-, 32-oz. casseroles. $6.70, $7.60, $9.40: 9" x 7", 10" x 8", 12" x 8" platters. $4, $5, $6. Hammacher Schlemmer's, New York.

MODERN BLOCK, in solid oak, will give your rooms rich style and lasting beauty. This distinctive parquet-type floor can be laid over concrete or wood.



Distinctive Bruce Hardwood Floors

cost less than $6 per sq. yd. installed



They'll last a lifetime!

■ Your friends will all say "That's what I want in my home" when they see your beautiful new Bruce Floors. For nothing adds more charm and appeal to a room than a bright, colorful oak floor in distinctive Block or Ranch Plank design.

These floors have been commended by top architects and interior decorators for homes of all styles—modern and traditional. No matter what your individual decorative taste may be, you can be sure that the rich coloring and interesting pattern of your Bruce Floors will always harmonize with your furniture and furnishings.

Best of all, the beauty of these floors will never grow old . . . because they are solid oak with a superb, factory-applied finish. With simple care, a Bruce Block or Ranch Plank Floor will last not only a lifetime—but for generations!

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TRIPLE-PLAY PHONOGRAPH

House Beautiful
SEPTEMBER 1950



The American Style

is a product of the way of life peculiar to the United States in the Twentieth Century. To understand this new style you must look beyond its appearance and see how our rising living standards gave it birth



How American is your way of living?

Your house, its decoration and furnishings are a character reading of you. So is your garden and the food you serve. We are all used to reading some of the social signs. For instance, mink coats and Cadillacs are accepted social symbols of financial success. Most people are well aware of the impression made on others by clothes, speech, manners and behavior. But few, in comparison, realize that the same role is played by homes. If your appearance, manner, and voice are important in giving an idea of what you really are, how much more important is that large, immutable thing—your home!

What *is* your house saying about you? Do your furnishings and garden spread tales about your attitudes toward life? Do your party menus reveal things you'd rather weren't known—such as the sad fact that you have a sense of social insecurity?

Each of these questions leads in turn to further ones.

Does your house belong to the Twentieth Century? Has it taken advantage of all the labor-saving devices, the modern equipment, the building techniques and materials, and the kind of planning which have been developed in the last fifty years?

Is your house American? Does it permit you to live the efficient, easy, drudgery-free life that our times and our American inventive genius have made possible?

Does your home look like what it is, or is it masquerading as an Andalusian stable, a Cotswold cottage, or a Spanish fort?

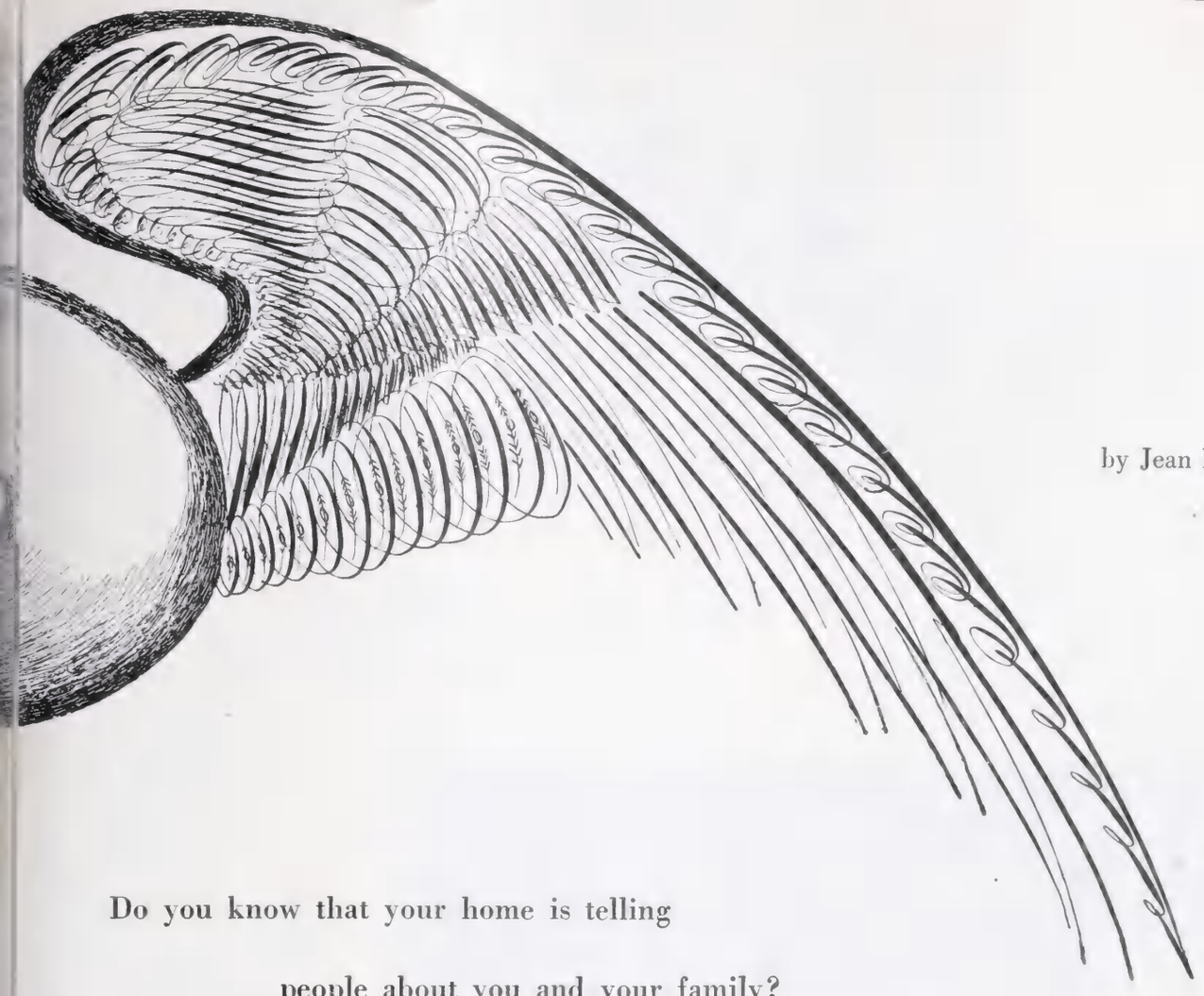
Is your house related to its geography and to its times? Could you look out the window and expect to see an ox cart or a coach and four, instead of an automobile?

Does it form a suitable background for you, your manners, your ambitions, and values? Or does it make you look slightly ridiculous, as if you didn't quite belong, as though you had strayed onto a stage set?

Does your house express the serenity and self-assurance of a person living in a democratic society where Everybody is Somebody? Does it show that you are sure of yourself as a person of character and importance, or does it show you are worried because you're not somebody else?

Does your home express the qualities you would like to embody in your living such as convenience, graciousness and simplicity?

And your garden—what about it? For the garden is really only an extension of you, your house, and its furnishings? Are they all of one piece?



by Jean Murray Bangs

Do you know that your home is telling people about you and your family? Is it revealing things you'd rather weren't known?

Is the garden the final thing which completes one picture? Or is it something alien, apart from the others? Is it an extension of the house into the out-of-doors, yet at the same time something which folds the house into its arms, sheltering it? Or is it neither one of these?

Is the food you serve a hang-over from your grandmother's way of life—complicated, fussy, too hard to prepare?

Are your menus laborious to execute, unimaginative, humdrum? Is eating at your house a pleasure or a necessity? Does your cookery take advantage of our rich, varied, almost international food supply?

Most important of all, does your house help your activities, or hinder them?

Whether you face it or not, the character of your house sets the pattern of your life, decides how you will spend your time. Your house is the greatest force in your environment. If it is at variance with your aims, your house will constantly impose its will on you. But if it parallels your aims and intended way of life, you will find it helping you. This is why the owner-built house is the most preferred way of living in the U. S.

In a democratic society such as ours, our houses do more than mold our way of living—they reflect our ideals about the good life, because we own our houses, can build them as we wish. We need not have their form determined by what someone else decides for us—unless we are renters. (That is why home ownership has always been the American Ideal.)

Your way of living may not be American because you have been misled to believe that you and your family could live successfully in something designed for some other way of life: for life in an English village 300 years ago, or for the poverty-restricted existence of a Spanish peasant, or for the pioneering life of a New England settler, who had to eke out a hard living in a rugged climate without the facilities which we now have to control climate and ease our path.

But perhaps just the opposite is true. Perhaps you haven't been misled at all, but are really protesting against our times. Perhaps the house of your choice is saying that you really don't like being an American at all, that you would rather have been something else—perhaps the mistress of a French king, or a British nobleman.

Now, of course, there is no law against your feeling that way if you wish, for this is America. (*Continued on page* 161)

WHAT IS A *truly* AMERICAN HOUSE?

A house in which all the social and technical progress of the Twentieth-Century United States is put to work to serve the basic ideals of American life. This means many things about appearance and performance



by Jean Murray Bangs

It provides a restful background for your activity

Can you curl up by the fire to read a book without having to shift the furniture or rearrange the lighting? The truly American house is primarily designed to meet the needs of the people who live in it. We Americans believe that nothing is too good for our own families. An eloquent example is this room designed for Weston Havens by Harwell Harris.



TWO PHOTOGRAPHS BY HANK HOAG



It provides for all the family, both at work and at play

Both children and adults can lead a rich, free, and full life in a home like that of Architect Henry L. Eggers with its special room for family projects. Father and boys work together with wood and clay at work bench (right) while Mrs. Eggers works at her loom. South wall (above) is entirely of glass.

The truly American house is a relatively new thing, never occurring before anywhere in the world. It has undergone a ng period of development to fit it to our needs. Its design has en created by our ideas about the importance of every person. As a result, it provides for the activities of the family as they ave never been provided for before. It has made it possible for ildren and adults, young and old, to do what they wish. It has en conceived so that everyone living in the house can achieve rich, free, and full life, both at work and at play. Both plan and quipment have been evolved so that the house operates easily, nveniently, efficiently, and without getting in our way.

Women have put their best thought into it; architects, their t; builders, their skill. The whole power of American industry as been mobilized to produce its equipment. As a result, the merican house is the envy of people all over the world.

The American house is not the result of long-range planning y some central authority, but it is the product of the people, ade by ourselves, for ourselves. In large part, it is the creation our desire for social equality.

For instance, nothing could be more common than the free-anding house, with picture window and side porch, in the middle its own garden. But nothing is more unique, nor more charac-ristically American. This house is seen from one end of the coun-y to the other. It is not the social sym- (*Continued on next page*)

THREE PHOTOGRAPHS BY MAYNARD PARKER





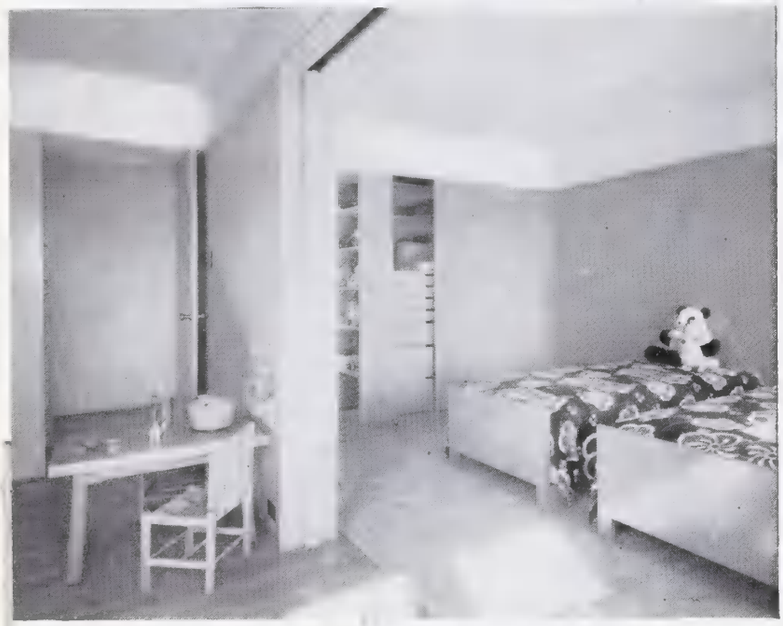
Its rooms have a close relationship to the terrace and garden

American houses tend to open up to the outdoors, to provide for close communication with nature, both summer and winter. From the living room of the Eggers house you can look over a low partition (lower right) through dining room to terrace (above, right) planted to look well the year round.

WHAT IS A *truly* AMERICAN HOUSE?

(continued)

PHOTOGRAPH BY FRED R. DAPPRICH



It expresses our ideas about the importance of every person

Children as well as adults can do what they want in a house designed for all members of the family. Each of these rooms has a door to the hall as well as the sliding door between. When all are open, there is a wonderful circuit for tricycles or trains.

PHOTOGRAPH BY EZRA STOLLER © PICTOR



The truly American house looks like nothing but itself

The forms of American houses depend upon practical individual requirements, but they all tend to look like homes. They present a pleasant, hospitable, and trusting front, with neither the ostentation of a palace nor the forbidding look of a fort.



It provides for relaxation and fun outdoors as well as indoors

The American house is equipped for the kind of life the family really wants to lead, and shows our love of independence and of the outdoors. See what abundant facilities for outdoor living are offered in this sheltered terrace with a badminton court.

bol of one social class or one income group, but the house of everyone. It shows our love of independence and of the out-of-doors. But, more than this, it tells of social equality. How American to have one set of standards for everyone!

In the early days in America, our ideals about social equality caused us to demand that every house should have at least one room set apart to entertain company. The pride and self-respect of our early people demanded that their houses do something more than merely provide for the biological needs of the family.

But social equality has come to be taken for granted. And a new feeling has grown—that nothing is too good for the family itself. So the needs of the children and the family began to take precedence over everything else, and another change in the house began. The parlor began to be taken over for family use. Since 1900, it has been assuming the characteristics of a common living room. In the larger houses it has tended to absorb hall and formal dining room to make way for the space-consuming activities of family life with children and adolescents.

This basic feeling of self-respect is still changing the form of the American house. It is breaking down the distinction in quality between the public and the private rooms. In the newer houses all parts of the house are becoming equally well-planned and attractive. There are no "lame duck" rooms. There is no discrimination in price or quality between what goes into different rooms. Kitchen equipment often represents a greater investment in both thought and money than the furniture of the living room.

How characteristically American this is can only be realized if we stop to compare it with the difference in elegance and comfort between the state apartments and the private quarters in a European palace. Or consider the difference between our kitchens and the English sculleries. What a contrast in convenience, light,

and labor-saving devices, and in general cheerfulness.

Naturally, such changing ideas about how a house should behave were bound to affect its form. So, ever since the houses designed by H. H. Richardson, in the decades just after the Civil War, and the early houses of McKim, Mead & White, the American house has tended to look more and more like nothing else but itself. In other words, the truly American house is untraditional in design and not a copy of something else.

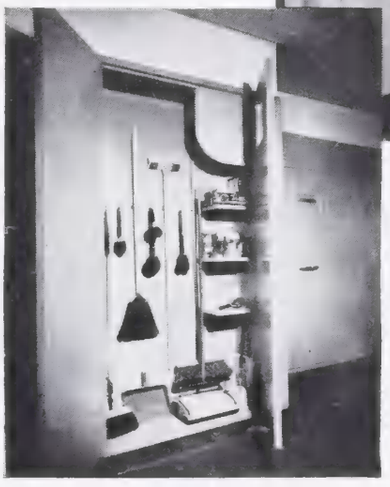
This is simple to explain. The attempt to adapt old forms to new uses inevitably results in new forms. This is the process which has been going on in connection with the American house, in its architecture as well as its furnishings, its gardens, and even in the foods served within the house. And the process of change is speeding up, as we get farther away from old prototypes, and as our way of living is crystallized by our economy and technology.

But if you look for a definite style form in the houses which we have come to recognize as American, you will be disappointed. These houses are not frozen forms, but records of the effort of the American people to achieve houses to fit their own needs. The forms of these houses depend on the practical requirements of the situation, on the economic conditions under which they were built, and on the creative abilities of the men who designed them. However, there are certain qualities which all these houses tend to have in common, by which they can be recognized. They look like homes. They present a pleasant, hospitable, and trusting front, with neither the ostentatious qualities of a palace nor the forbiddingness of a fort. They do not display the first floor of windowless masonry of an Italian palace nor the barred windows of a Spanish house. They do not even surround themselves with a high board fence. When they feel the need for privacy, they manage to secure it subtly, without being too obvious about it, doing it either by means of large (*Continued on page* 157)

FOUR PHOTOGRAPHS BY MAYNARD PARKER







It operates easily and efficiently without making too great demands

All parts of the newer American houses are equally attractive and well-planned. Much thought and money are spent to produce efficient service areas such as the engineered storage facilities above, for cooking utensils, table accessories, cleaning gear.



PHOTOGRAPH BY ROGER STURTEVANT

All the photographs on these four pages show the work of two architects: Henry L. Eggers and Harwell Hamilton Harris. Equally telling examples, however, may be found in the work of scores of other American architects.

Quality is not spared on private rooms

The truly American house has no "lame duck" rooms to be hastily screened from visitors' eyes. There is no distinction in price and quality between public and private rooms. This bedroom boasts as much light and as glorious a view as the rest of the house, as well as being thoughtfully equipped for desk work and reading.

Can you tell which of these objects is- Modern or Traditional?

The American Style has a straightforward, modern look which is often indistinguishable from that of traditional designs of the purer, simpler type

If two designers tackle the same problem with the same materials and the same spirit, their products are bound to look very much alike, even though they were born a couple of hundred years apart.

Simplicity, fitness to purpose, honest handling of materials, and independence of man-made rules are the ideals of modern design. But they're not exclusively modern as you can see by noting the origins of the products on this and the next three pages. These characteristics have been an essential part of our native design tradition since the days of the early colonial craftsmen. It is this spirit, rather than details of shape or ornamentation, that marks the American Style.

COLOR PHOTOGRAPH OPPOSITE BY EZRA STOLLER



One piece of this pottery is of contemporary design. Can you spot it? Not the casserole at the left nor the beanpot at the right, both made by Cornelison of Kentucky after designs handed down in potter's family. Pitcher, mug, and tray are North Carolina Jugtown Pottery, a 200-year-old native craft once almost extinct. Modern design is Wildenhain's jar.

If you feel pretty sure you can tell an antique from something designed yesterday, test yourself on this photograph. The chair and table are both contemporary designs by Edward Wormley for Dunbar. On the table, reading clockwise: Shaker utility box from Holger Cahill's collection; modern ceramic lamp base from Sweden; antique bowl and plate of Bennington ware. →





Modern or Traditional?

(continued)



You may think all of these glassware designs have a modern look, but one is a reproduction of an antique, while another is a quarter of a century old. Left to right: Lobmeyer goblet designed in 1924 by Oswald Haerdtl; tear-drop goblet, Blenko's Williamsburg Reproductions; modern Blenko tumbler.



Simplicity of line is an old tradition in American pewter and silver. Hence the modern look of Paul Blanchard's silver bowl in style of Paul Revere, and of the reproduction in ovenproof Stedeware of a pewter plate designed by Thomas Badger about 1789. Roland Nadeau's silver sugar bowl is strictly modern.

PHOTOGRAPHS BY WILLIAM HOWLAND



You might have been able to tell new from old in the days when woodworking was ruled by jigsaw gingerbread, but not today. Left to right: modern walnut bowl and servers by J. J. Jackson; reproduction of antique mixing bowl by the Three Mountaineers; modern primavera tray by Bob Stockdale.

PHOTOGRAPH BY MAYNARD PARKER

—You know it's modern to serve a buffet supper on the terrace, but what about the table setting? Damask cloth and pewter coffee pot are antiques. Stedeware plates are reproductions of antique pewter. See how sympathetic with these are the modern designs: Heirloom Sterling in "Lasting Spring" pattern; Rowantrees pottery, modern bowl, servers, and chafing dish.

MORE ABOUT THESE ACCESSORIES ON PAGE 183



The old way. Americans give short shrift to elegance if its upkeep demands time and labor. We wouldn't dream of having curtains with ruffles which need grooming with a fluting iron. Why should we, when we can get the illusion of luxuriousness from ruffled Fiberglas marquisette, which needs no ironing at all? By Queen Valley Fabrics, Inc.

Ruffles without work



The hallmark of the American Style is easy upkeep. Naturally, since our technologies can provide us with such practical elegancies as washable curtains which need no ironing yet are sheer as mist, as lushly ruffled as Beau Brummel's cuff, and perennially crisp and fulsome. For more news about the luxurious look in labor-free curtains, *see page 145*

by Sara Little



OLD FLUTING IRON
COURTESY OF CHIMNEY CORNERS
PHOTOGRAPH BY PLUCER





You've seen the color photograph of this setting on the front cover. Below is the complete story on preparing the luncheon.



"Darling, look at these glorious shells that I found at Oliver's today." I am lugging in beautiful giant clam shells that are found on the coral reefs in the South Pacific.

"Yes, dear, they are terrific. But what in the world are you going to do with them and, what is more to the point, where are you going to put them?" Bob answers. I realize suddenly that the poor darling probably shudders every time I bring home a box of dishes or containers of something or other. For I am always looking for new ways to dish up a carrot with glamour.

"Just think, dear, what your lobster bisque will look like in these clam shells," say I, with the enthusiasm of a wife who has just bought something she didn't need. (Editor's Note: You can see for yourself what Mrs. Stanton achieved by turning back to the front cover.)

"Golly, that would be something. You're *so* right."

Of course, not being able to wait too long to show them off, I say, "How about this next Sunday? You can play golf in the morning. We'll lunch on the terrace. The Browns have E.V.s and—"

"Wait a minute. What in the world are E.V.s?", Bob interrupts.

"Oh darling, you know—Eastern Visitors. I'll ask another couple, so you can have a golf foursome at 10:30 and I will ask the gals to come over early to enjoy the sun on the terrace." (I am trying to sell this production.) "And we can play Canasta in the afternoon after lunch."

Bob agrees with the mumbled comment, "How lost is my week end," for he loves his free Sundays. But I know that once he is into it, he will love every minute. Thank goodness (*Continued on page* 139)

Sunday luncheon on the terrace

You do all the work on Saturday,

so you can have fun on Sunday

by Virginia Stanton

Presenting House Beautiful's Third Pace-Setter House for 1950

A conventionally designed and furnished house which still exemplifies the biggest pace-setting ideas of the year: How to have Climate Control and Privacy on a city lot



PHOTOGRAPH BY MAYNARD PARKER

HOUSE BEAUTIFUL'S *3 Pace-Setter houses for 1950 are on exhibition until September 27. Read how to reach them on page 147*



A "CAUTIOUS" PACE-SETTER

by Marion Gough

This house may look so familiar that you are asking "Why does HOUSE BEAUTIFUL *call this a Pace-Setter?" Our answer is that this Pace-Setter is supposed to look familiar. We publish it especially for those who have told us that they prefer the new and the different in smaller, less startling doses than our previous Pace-Setters have offered. So, while this ready-built house contains some of the most desirable innovations of up-to-date living, it still makes no sudden break with the dear old familiar. It fits the new into a conventional frame. You won't approve if you want progress to be quick and uncompromising. But for those who like change to be tempered with tradition,* HOUSE BEAUTIFUL'S *Third Pace-Setter House for 1950 is a comfortable solution.*

PHOTOGRAPHS BY MAYNARD PARK



You enter this house through covered passage between house and garage, pass alongside a little paved court to reach front door. Because of windy, northwest exposure, windows on this side are small, few, and high.

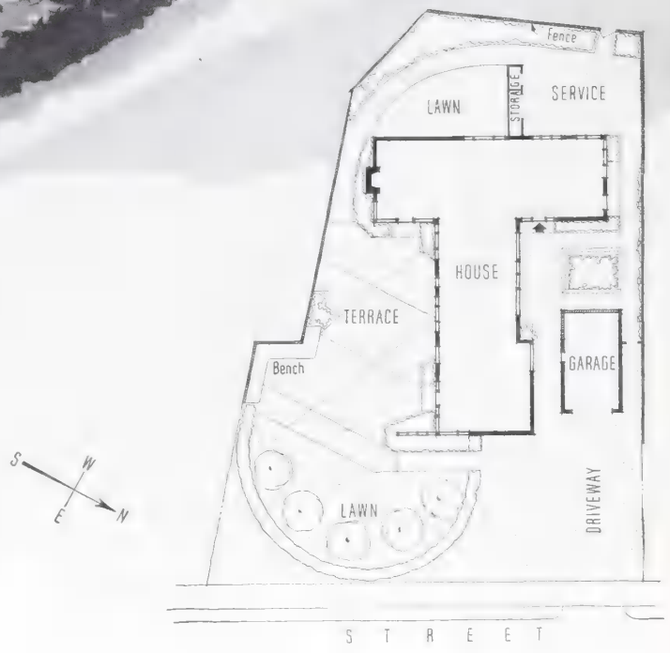


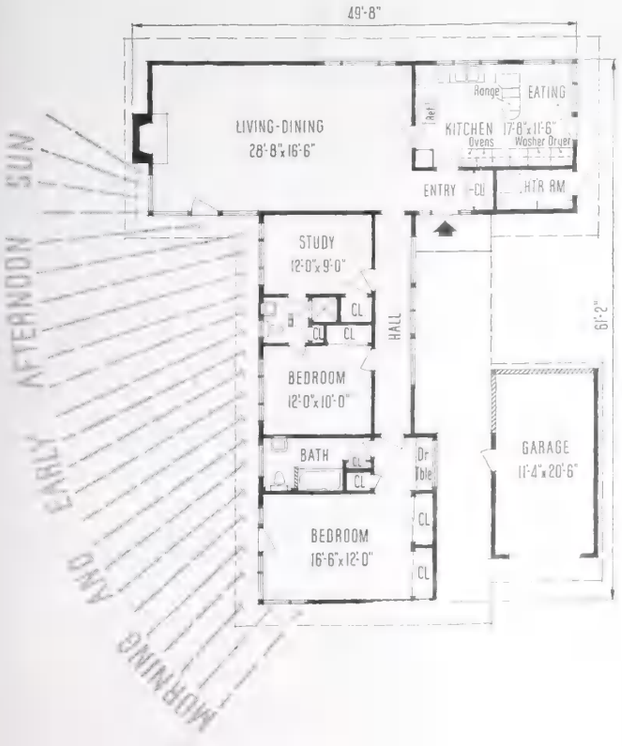
From the front door, looking toward the street, you can see how wide eaves give you protection against all weather. Note that rear wall of the garage is of vertical louvers.

DRAWING BY GEORGE COOPER RUDOLPH

PLANS BY SIGMAN-WARD

If you want the maximum livability from an ordinary suburban lot, you can learn a lot from this house. Special problem here was to make the most of a "marginal" local climate. But universal problems of privacy, outlook, and circulation are also neatly solved by placement of house.





This plot plan is designed to improve its local climate. To be comfortable out-of-doors in this part of California means being *in* the sun and *out* of the wind. See how this was accomplished on an east front lot. Result: Outdoor living area is exposed to sun, protected from chilly west winds.

Entire southern half of house and lot is traffic-free, thanks to placing of entrance, garage, and service areas along north. This also gives major rooms privacy from street, maximum exposure to morning and early afternoon sun, and in addition a pleasant view across their own land.

THE "CAUTIOUS" PACE-SETTER

Evolutionary is the word for the way this new house retains a quality of familiarity. This reassures traditionalists that contemporary practices like Climate Control and Privacy planning don't presuppose a different-looking house

Edwin Wadsworth,
Assisting architect

Germano Milono,
Consulting architect

Thomas Church,
Site planning and landscape design

W. & J. Sloane, San Francisco
Decorating and furnishings

Warde Corley,
Decorator for W. & J. Sloane

William Manker,
Color stylist

David Bohannon Organization
Developers and builders

PHOTOGRAPHS BY MAYNARD PARK



Dark, glossy woods, tooled leather, and fabrics which look more formal than informal give the living room an 18th-century atmosphere. (Actually, sofa cover is durable 20th-century nylon frieze.) Lovers of traditional could live here comfortably, enjoying its modernisms but under no compulsion to accept any "advanced" styles.



Fortunately for the cautious who don't care to hurr into a new era, the most revolutionary features of pre ent-day architecture are the easiest to take—sun-regula ing overhangs, broad windows, and greater provision f outdoor living, with greater privacy. Study is al music room and guest room. Love seat opens to a be

The famous California outdoor living really works this terrace, thanks to Climate Control. And it w work elsewhere, too, provided you remember that ju as climates differ, so must successful terraces. For i stance, in the Midwest or deep South, you would nev use this much hot-colored pavement unless it we thoroughly shaded by trees or vines or both.



PAINTINGS AND SCULPTURE, COURTESY OF THE SAN FRANCISCO MUSEUM OF ART

It is a rare ready-built house which is as painstakingly oriented as this. Rooms get the maximum benefits from sun, breeze, and shade—a kind of planning which was once hard to find even in custom-designed houses. One definite modernism of this traditional living room is its close relationship with the outdoors, visually a part of the room.

Privacy from the neighbors has been so plotted into the plan that this house has an air of countrified isolation, although it's on a typical suburban lot, 75′ x 120′. Pleasing near vista from the dining end of the living room is actually a trellised tool shed. The small-scale dining furniture makes a permanent game table set-up between meals.



PHOTOGRAPHS BY MAYNARD PARKER

THE "CAUTIOUS" PACE-SETTER (continued)



FOR BUILDING SPECIFICATIONS AND COMPLETE DETAILS ON FURNISHINGS TURN TO PAGE 142

So naturally do elements of past and present merge here that traditionalists would call this room traditional. Ruffled organdy is time-honored, but such a broad window is a modernism so frequently seen that you never question its newness. Chintz is an old idea, but it's a fresh slant to match its pattern in wallpaper and make a room look larger.

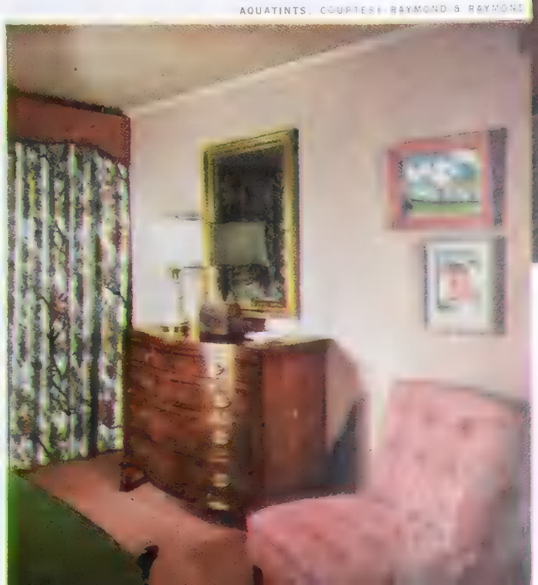
PAINTINGS, COURTESY OF THE SAN FRANCISCO MUSEUM OF ART



PACE SETTER

How many houses do you know where a bedroom can have floor-to-ceiling window wall, open out onto a green-planted terrace, and still be inviolate to the neighbors' eyes? The idea may sound revolutionary, but the execution doesn't need to be. Careful engineering of terrace fence placement is part of this privacy trick. If you're a traditionalist, see how familiarly this garden-facing master bedroom takes to 18th-century mahogany.

AQUATINTS, COURTESY RAYMOND & RAYMOND



Even traditionalists, without thinking twice about it, want a general lack of furbelows and fussiness in furnishings and architecture. But that's *modern!* See it here in the restrained upholstered chair, the simple ceiling molding, and in the very slightly curved valance.

This year's 3 Pace-Setting kitchens

There have been better kitchens—
but not at this price. What's most
interesting about them is:

- *they are all different—yet*
- *they use similar equipment*
- *they are all in $25,000 houses*
- *they all have the new unit range that lets you really custom-design the whole kitchen*





PACE SETTER



PHOTOGRAPHS BY MAYNARD PARKER

A ranch-house kitchen

The kitchens on these six pages make NEWS in 1950. They are not, as you might think, built to order for private owners with unlimited budgets and individual kitchen-planning advice. Instead, they are part of the three $25,000 Pace-Setter builders' houses, published in HOUSE BEAUTIFUL in June (Contemporary), July (Ranch), and in this issue (Traditional). See three different floor plans on page 103.

← The kitchen on the opposite page is small, only 9′9″ x 13′2″. But its remarkable completeness would probably not have been possible if it weren't for its revolutionary electric range. This comes in separate units. The idea is to use as many four-burner tops, ovens, and storage drawers as space and need demand, in whatever combination is most appropriate. Since no two kitchens, families, or sets of cooking habits are alike, this flexibility of choice and arrangement means you can have what you want, exactly where you want it, to cater to personal convenience.

by Charlotte Conway

A contemporary kitchen

When you can get a complete kitchen, laundry, and a place to eat into a space only about 12′ square, it's a real achievement. Here both parts of the unit range are located on one wall, but separated from each other by a work counter. A hooded ventilator and grille to control cooking steam, odors, and grease, are built into the wall cabinets above. Washer and dryer have their own corner, out of the way of the kitchen proper, but an easily accessible part of it.

In all three kitchens shown on these pages, great care has been taken in selecting materials for counters and floors. Floors are durable, resilient, and comfortable on the feet. Moreover, they are resistant to grease, acids, alkalies, and easy to keep clean. Counters resist ordinary kitchen stains and heat, stand hard knocks without denting or cracking, and are quiet in use. A damp cloth wipes them clean. See the traditional kitchen on the next page.



COLOR PHOTOGRAPHS BY MAYNARD PARKER



Traditionalists want a colorful and gay kitchen

The part of this kitchen where most of the food preparation goes on is U-shaped, a pattern economical of time and steps. Work progresses from refrigerator to sink to range top in logical sequence. Range top here is located in peninsula separating kitchen proper from breakfast area. You can cook from either side of the peninsula, pass hot food quickly to table.

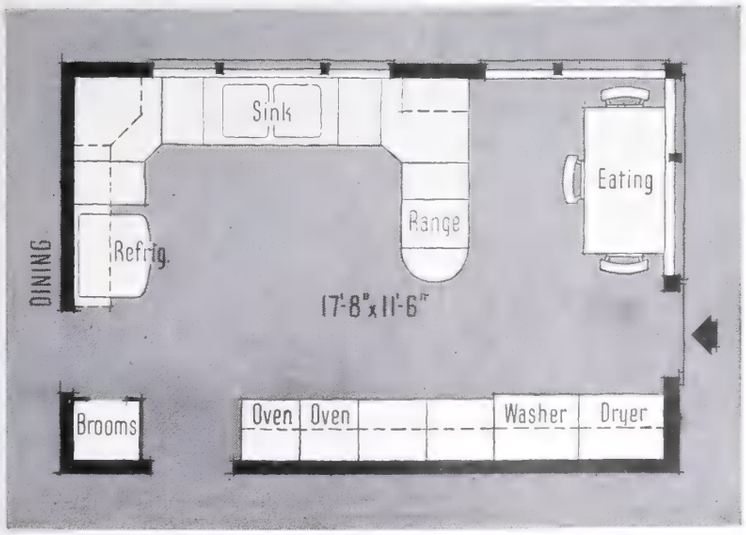
Rounded shelves at the end of the peninsula prevent bumps and bruises, provide a convenient place for toaster and other small electric appliances. The twin ovens are only a few steps away. (See plan directly opposite and photograph on page 105.) Big windows and plenty of them make this a cheerful spot. Pages 98 through 99 show you the rest of this 1950 Pace-Setting "traditional" house.

PACE SETTER

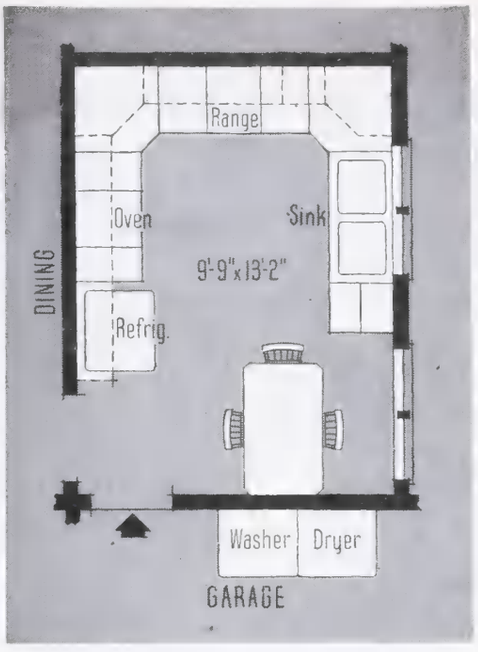
3 Pace-Setting kitchens

(continued)

Up to now, in most areas of the United States, it has been builders' practice to equip a ready-built house with a range, a refrigerator, a sink, and a storage cabinet or two—and call it a kitchen. But these three Pace-Setting kitchens of 1950 are setting new standards for ready-made houses. They are revolutionary because they actually offer complete kitchens as they are wanted today, planned according to the best standards of efficiency, time- and labor-saving. They include equipment which is the newest and best for their size and shape. They incorporate floor and work-surface materials requiring the least maintenance effort and offering the greatest durability. They are properly ventilated to remove smoke, grease, odors. And besides all this, they are colorful and cheerful, with a real decorative quality which is related to the other rooms of the house in which they are built. They prove that, even when you buy a ready-built house, you can have a complete, made-to-measure, workable kitchen if you know what to look for and insist upon having it. After all, it's the heart of the house!

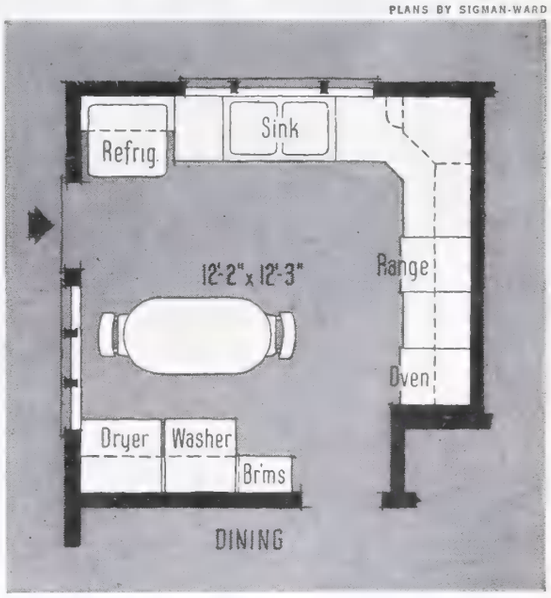


The floor plan of the kitchen shown on the opposite page shows the relation of the U-shape cooking area to the breakfast corner, the two ovens, and the laundry equipment. Here you have clear traffic lanes in the kitchen and to other parts of the house—plus good ventilation.



The kitchen shown on page 100 looks like this in floor plan. It, too, is U-shaped, so there are a minimum of steps from refrigerator to range to sink. Because it is small, washer and dryer are in adjoining garage.

PLANS BY SIGMAN-WARD



The L-shaped arrangement, shown here and in photographs on page 101, permits nice separation of the different functions usually taking place in a kitchen. Cooking, laundering, and eating do not interfere with each other, and can go on simultaneously if necessary.



3 Pace-Setting kitchens (continued)

By having range top and ovens separated, you can have as much or as little work space as you like between them—an advantage you get only with unit ranges. Moreover, your oven is at eye level, so there's no stooping and bending and peeking. Note ventilator hood and grille over range top.

PHOTOGRAPHS BY MAYNARD PARKER



So many chores center at the sink, that two bowls are practically a necessity. Here one is standard depth, the other deeper (see detail at left) for rinsing dishes, hand-washing delicate fabrics, or cleaning vegetables. The sliding drainboard and swinging faucet serve both bowls.



PACE SETTER



Seasonings, spices, and the like belong where they are within easy reach, preferably at the mixing center. A cabinet unit with pull-down top serves the purpose excellently, without interfering with the full use of the work counter underneath.



Wasted space is not to be tolerated in any kitchen, but it is really criminal where the kitchen is small. Here the usually inaccessible corner is put to work by means of rotating shelves. Load them with pots or canned goods. They spin into reach at the touch of a finger.



Many housewives insist upon two ovens, so they can bake and roast at the same time. With the new unit ranges, you can have the two as easily as one. At eye level, these two are near range yet separated from it (plan, page 103). They share adjoining work counters with washer and dryer. Supplies are in cabinets above.

MORE ABOUT THE EQUIPMENT AND MATERIALS USED IN THESE THREE KITCHENS ON PAGE 135

When they remodeled their garden

They tripled the size of their house



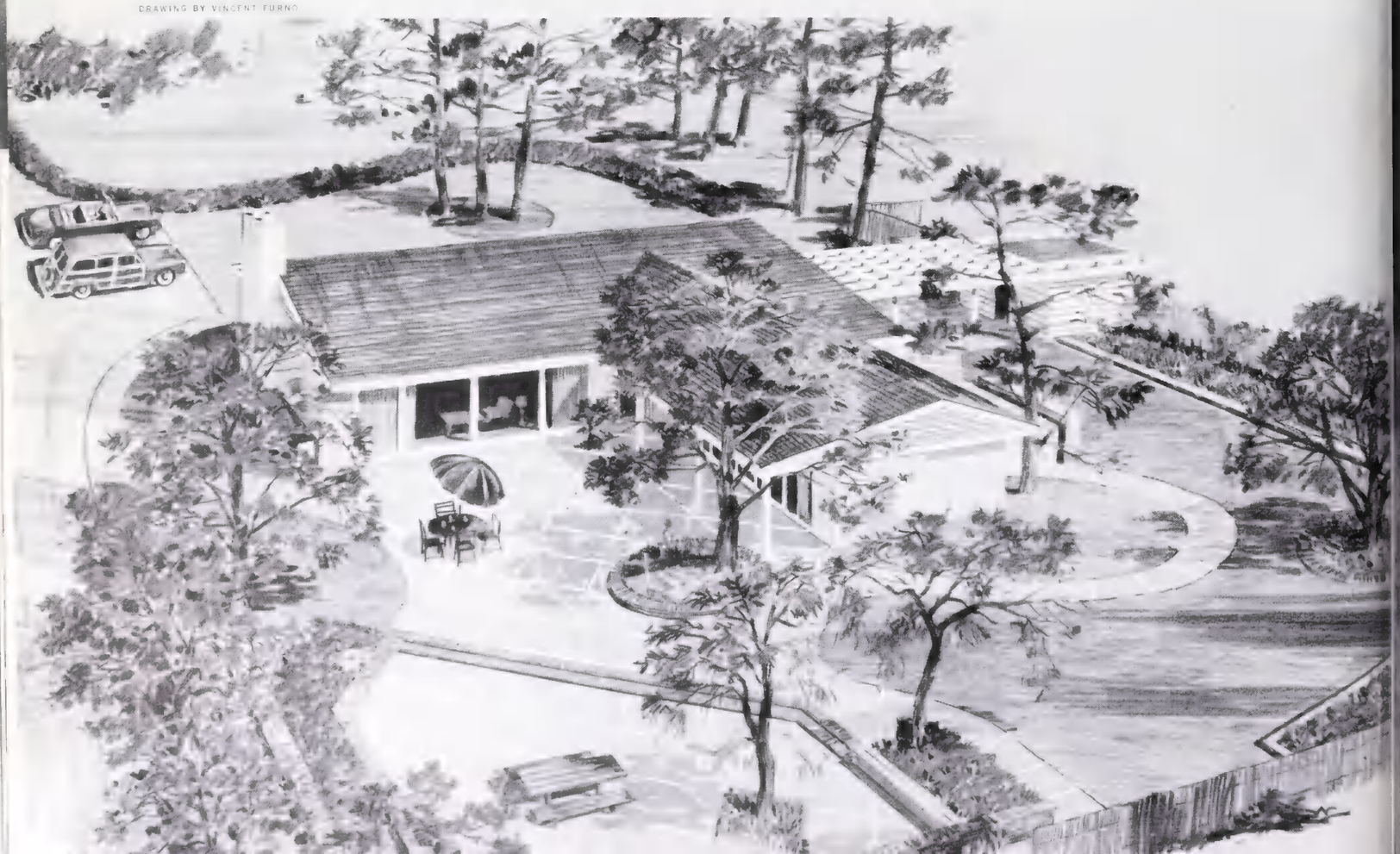




The E.F. Euphrats started with this small house, lacking both actual and visual spaciousness. They wanted both—but without the expense of building more house.

Optical illusion is more concrete than you may think. It's as good as money spent on more house. Outdoor space, even in winter when it's too cold to be out, gives your rooms a spaciousness that's worth more than actual enclosed floor space. More important, improved outdoor space costs only half as much as indoor space

DRAWING BY VINCENT FURNO





← **BEFORE.** No one really got any use from the outdoors. There wasn't anything to make you want to go into the garden, and no easy way to get out there, even visually, from the house. The garden was typical of so many in America—an uninspired collection of bushes that shut off the house from the outdoors. The lawn was a real chore to care for because of heavy shade.

↓ **AFTER.** Large windows and doors open up the house to make you want to use the big outdoor living room. This particular spot was chosen for the terrace because the trees shade it during the afternoon when it would be in use. Grass is confined to places not likely to receive much foot traffic. The foundation shrubs are gone—replaced by colorful flowers at the lotline.



GRAPHS BY MAYNARD PARKER

how this small house grew! Structural changes were or. The only addition was the trellis and outdoor storage n. But now the garden offers a real living room, properly ded for comfort, easy to get to. The indoors looks bigger ause of the big windows and the inviting garden view. Even off-street parking area was added in the new garden plan.

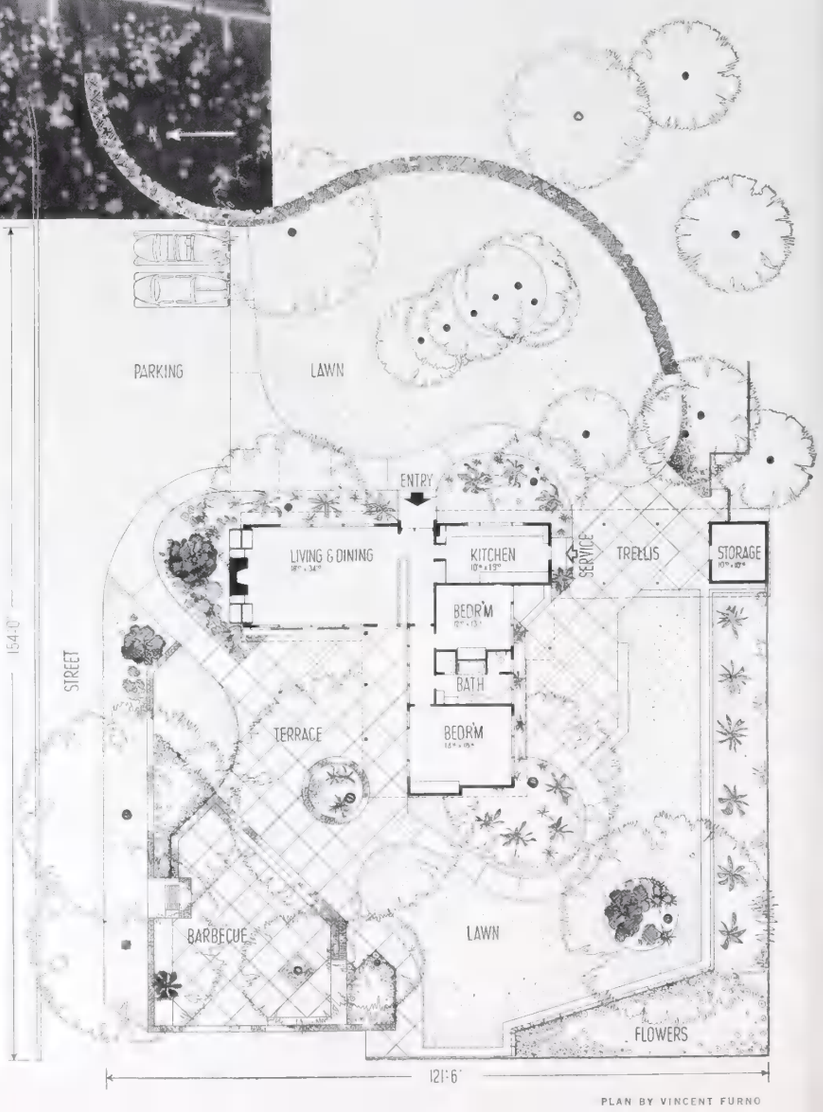
by Dr. Joseph E. Howland

They tripled the size of their house

(continued)

Two-level terrace solves problem of how to make dining and sitting areas seem intimate enough when party is small, yet spacious when entertaining a crowd. Steps are broad and low for safety, and for best design are of the same material (brick) used on the lower level for the retaining wall. This also serves as extra seating space.

Paved paths provide dry, firm footing that gets you to any part of the yard. Contrast this with the usual American yard. Note, too, that the main planting now occurs at the lotlines rather than at the foundation of the house. This one design trick alone greatly expands the apparent spaciousness by pulling the eye away from the house to see the distant view.



PLAN BY VINCENT FURNO



PHOTOGRAPHS BY MAYNARD PARKER

Good garden designing always starts with wise use of what nature offers you. Paved terraces are in the cool shade, flowers in the sun. Shade gardens are possible, but why go to extra work they entail when there is a sunny spot for flowers? Raised flower beds show off blooms better, also provide a wall for extra seating space when needed.



Trees are featured. Here's a way to save work (no hand trimming around trunks) and add interesting ground pattern. Material inside wooden ring is pine needles (use sand, crushed rock, or vermiculite under deciduous trees). See how the trellis which connects the kitchen with the new storage room makes the house seem so much bigger. Roofed breezeway could be used instead in cold climates.

Frank Merwin, Architect for Remodeling
Thomas Church, Landscape Architect

Fall is a wonderful time

Nature does her part to make the outdoors enjoyable— Have you done yours? Is your garden full of color—or has it petered out?

by Dr. Joseph E. Howland

House Beautiful's Garden Editor

What does your fall garden look like? Is it full of the rich, warm color of new fall blooms? Or is it a bedraggled remnant of leftover summer flowers? All too often you may have to admit that it looks pretty run-down at the heels.

How does that happen? You probably thought you could coast through the fall on your summer flowers—but you can't. Nature sees to this. She tries to make all plants bloom early so that their seeds ripen before frost. You want to have plants in bloom right to the time of killing frost. So you must circumvent nature's plans. You must reserve part of your garden for plants bred to bloom in the fall. Most people know this—but they give only lip service to the idea. They mean to save the space but they get many more plants from their packets of seeds than they expected. Few gardeners have the ability to discard these unneeded seedlings. So they stick them into any bare ground they see. When planting time arrives for chrysanthemums, dahlias, and the hardy fall asters, all the garden space has been filled.

How much space should you save for fall flowers? Look at it this way. Fall flowers can extend the season two months—beginning in mid-September when your summer flowers begin to peter out noticeably. So fall flowers deserve at least 25 per cent of your garden space, especially since they bloom during the time nature's color palette is so wonderfully rich and the exhilarating weather makes you want to be outdoors.

Maybe you feel you need every foot (*Continued on page* 203)

COLOR PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



DRAWING BY GRACIA MILLER

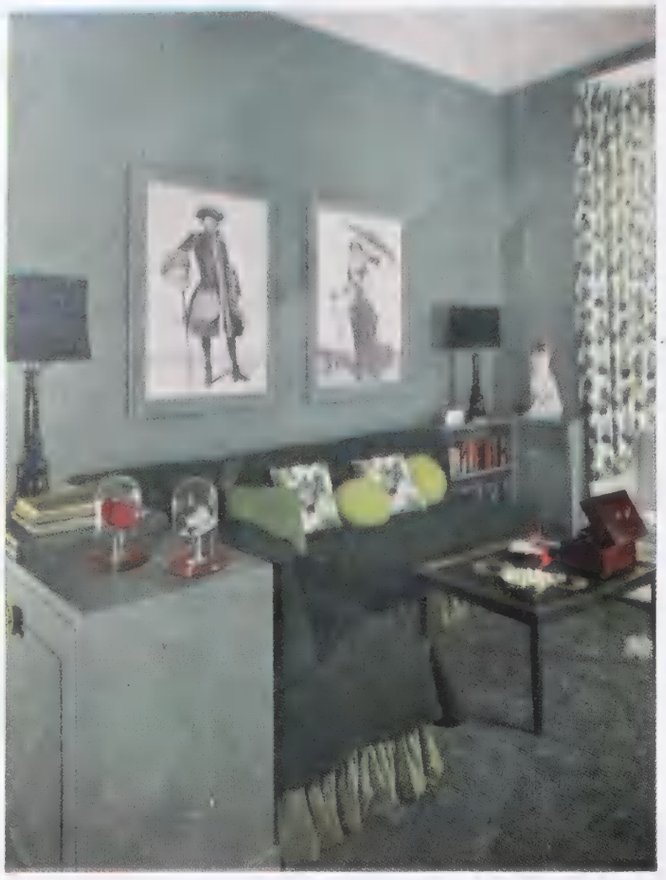
'mums

give you fresh color for Fall

You could fall-garden with chrysanthemums alone. They are available in a variety of heights, colors, flower sizes, and shapes. Some are ideal for small gardens, others for sophisticated estates. All bloom so freely that you can cut them liberally for use indoors—and they are especially long-lasting as cut flowers.

Chrysanthemums are easy to transplant, even when in full bloom, so they can be moved into place at the last minute to pep up the fall color show. Or you can grow them in pots or tubs that are moved to the terrace when they're at their full-bloom best.







PHOTOGRAPHS BY WILLIAM HOWLAND

BEFORE. A young girl growing up won't get much inspiration from a drab setting like this. Dresser and desk line up uncomfortably against a bare wall. Radiator sticks out awkwardly into the room. See how built-in units (left) house beds and radiator, provide needed storage space.

AFTER. Now there are comfortable sofas where she can relax or talk with friends. Her favorite records are readily accessible. All the things she likes are there—to be enjoyed. Note photostatic blow-ups of old costume prints.



SHE'S GETTING TO BE

Quite a young lady!

When that girl-child of yours changes into a young lady, it's time to do something about her room. For that room can leave its stamp on her personality and her adult life. It's where she will think and dream, plan her career; it's where she will develop interest and pride in her surroundings. See that it's good enough!



BEFORE. This definitely was *not* a room in which a young girl could entertain her friends or work at a hobby. It was just a place to sleep. Twin beds conventionally placed took up valuable space. There wasn't enough storage space or even a comfortable place to read. The room didn't *work*.

AFTER. Now it's a room designed for a growing personality. This girl is interested in costume designing, so her room is set up to help develop her ideas along those lines. Storage and work space is planned for the use she will make of it. Twin beds were discarded in favor of box springs and mattresses that double as sofas. Opposite them a neat bit of space-saving planning combines traditional pieces with built-in bookshelves to make a modern-looking storage wall. Instead of a cubicle, she has a livable, one-room apartment.

PLEASE TURN THE PA

Quite a young lady!

(continued)





BEFORE. Something had to be done about the haphazard architecture at the end wall. Flowered wallpaper certainly didn't help. The fireplace, jammed in between the bathroom and entrance doors, was completely useless. The only practical solution was to board it up, use the wasted wall to build in a closet.

AFTER. How much "cleaner" the end wall seems now. Doors and woodwork are painted the same color as the wall to minimize their bulk. And see how the bookcase wall serves the needs of a hobby. Desk can also be used as a dressing table or cutting table, and it's just the right height for a portable sewing machine. Desk top lifts up to make a drawing board, extension lamp pulls out to give light where it's needed most. Here's a spot that fairly invites a girl to sit down and go to work.

PHOTOGRAPHS BY WILLIAM HOWLAND

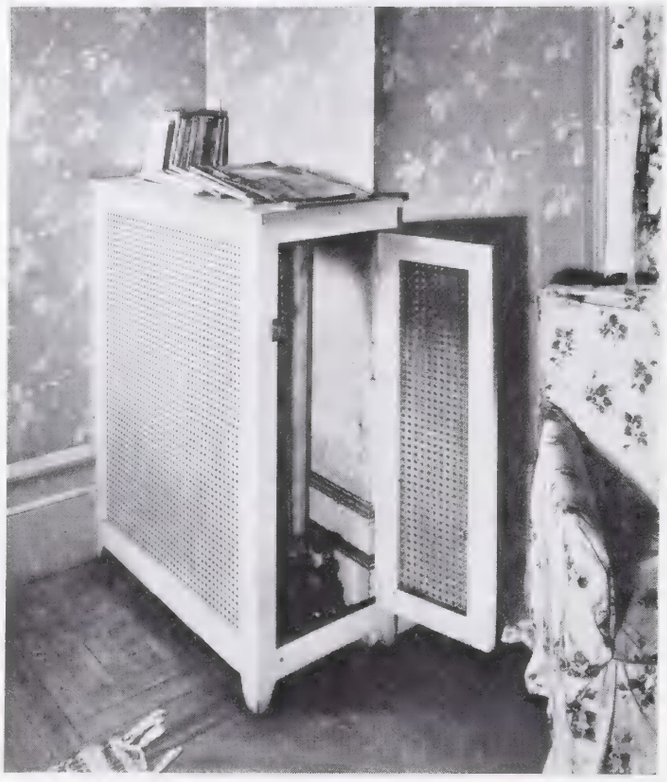
A young lady will be neat and orderly providing she has plenty of space to store her possessions. An aspiring costume designer needs a storage bin like the one above, wide enough for portfolios and drawings and a portable sewing machine. Partitioned bin against the wall holds pillows and extra bedding. "Lids" lift up for easy access.

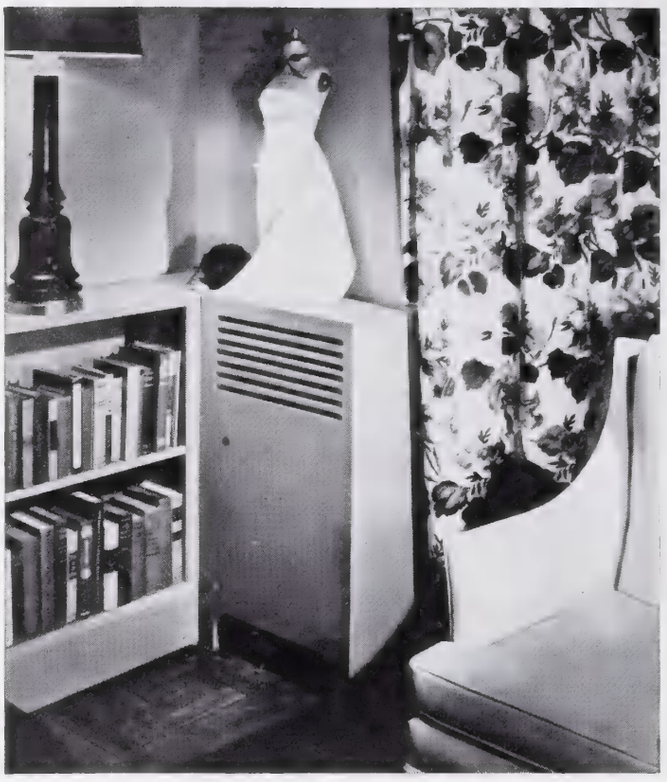
Here are the essential storage pieces that make up the work-wall shown on the opposite page. Two chests of drawers, a desk with a removable drawing board top. These traditional pieces were cleverly incorporated with built-in book shelves to take full advantage of every inch of space.





Quite a young lady! (continued)

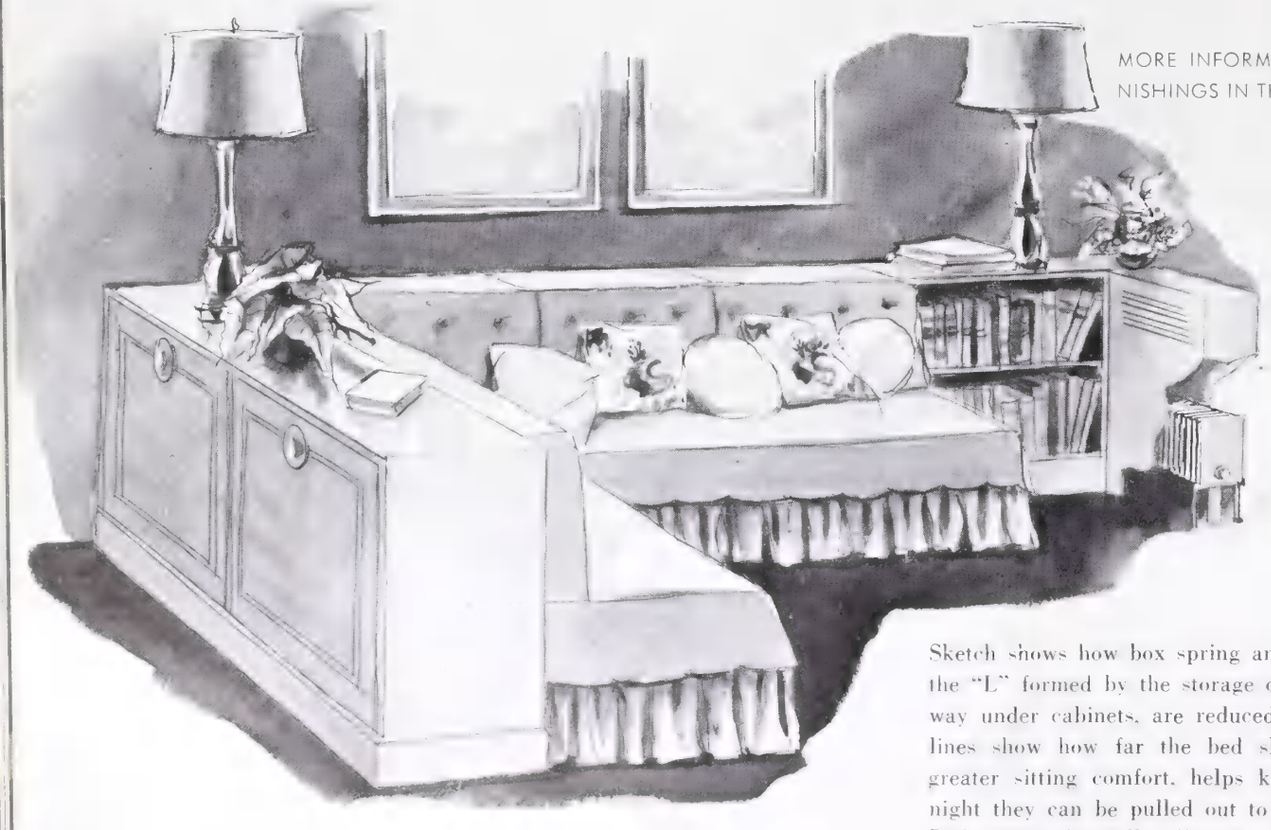




Radiators need not be ugly space-wasters

BEFORE. This radiator, even though it's covered, was far from attractive. Besides, it wasted precious wall space. The top of the radiator had no room for books and magazines, and was too high to co-ordinate into near-by scheme. See solution at right.

AFTER. A trim and tailored cover with vents at top hides the new radiator. Bookcase meets it at right angles, makes it seem even smaller, less in the way. It's no longer necessary to stack books in an untidy fashion and there's space for a tall lamp.



MORE INFORMATION ABOUT THE FURNISHINGS IN THIS ROOM, ON PAGE 146.

Sketch shows how box spring and mattress units fit into the "L" formed by the storage cabinets. Beds slide part way under cabinets, are reduced to sofa width. (Dotted lines show how far the bed slips under.) This gives greater sitting comfort, helps keep beds stationary. At night they can be pulled out to full width for sleeping. Bed against the wall pulls out and down toward radiator.



PHOTOGRAPHS BY WILLIAM HOWLAND

A poker table for the living room



Almost as long as there have been Americans there have been American-made efforts to make tables turn into benches, or to have chairs, wardrobes, and even pianos change themselves into beds. It's a basic native taste trait. We like things that do more than meet the eye. They please our love of the mechanically-contrived, while satisfying that demand for practicality which seems to be in all of us. This 54-inch-wide, custom-made table, for example, rates acclaim in anybody's language for its fine cabinetry and the general handsomeness of its walnut wood and pleasing circular shape.

But it has a peculiarly American appeal because (1) you could use it in the living room or dining room; (2) you could eat, write, study, or play cards at it; (3) it's equipped with such hidden devices as poker chip troughs and off-the-table supports for drinks and ash trays; (4) it's commodious enough with legs carefully placed to seat four luxuriously, six in great comfort (24 inches per person), and eight adequately (21 inches per person).

Dan Cooper designed it and, since it is made to order, can produce it in any size or kind of wood.

Proof that it can be highly desirable to make your poker table a permanent part of your living room. See how pivoting poker-chip troughs close flush with the table apron and so conceal their gambling purpose. Drink trays swivel in and out as needed. Table top, in the American Style tradition of easy upkeep, looks like leather but is stain-proof, drink-proof, non-absorbent "Kalistron" plastic. Chairs are also by Dan Cooper.

Blueprint for a lady



DRAWING BY EVALINE NESS

Can a house and its furnishings work a miracle on its owner's personality?

A story by Lloyd Shearer

I've been a Hollywood writer for six years, and by now you'd think I'd be inured to the characters who gravitate here. But I'm not.

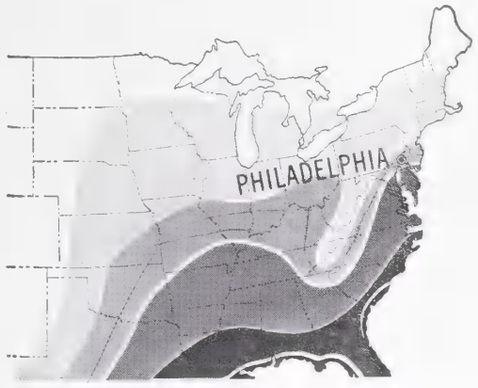
There's no other town I know where the social dregs rise so persistently to the top and the cream habitually sinks to the bottom. And I guess this perverseness in the accredited order of life is what fascinates and glues me to the place. It is positively amazing to me, for example, how the outcasts from the East and Midwest can come out here with no talent, no ability, no contacts of any kind, and in a miraculously short time become rich, renowned screen stars, and the socially prominent of Southern California.

Take for illustration—and I offer her in evidence because you are readers of this magazine—the case of June Scott. Despite her years, Mrs. Scott is not only the acknowledged queen of motion picture society, she is also the owner of what practically every top-flight decorator has enviously termed the most tastefully furnished and livable house on the West Coast. She has a rare assortment of truly magnificent Shaker furniture. Her home has been photographed and published in every home furnishings magazine in the land. Her advice on design and architecture is avidly sought by professionals infinitely more experienced than she. Her gardens, trim and picturesque, are open to the public in the name of charity twice a year. And her sponsorship of several California art schools has caused her to be listed among the country's most conscientious patrons of culture. (*Continued on page* 149)



The Philadelphia story on climate control

There's nothing special about Philadelphia's summers. Half the country shares her problem of high heat and humidity. But her passion for stone houses is unique. Here's a story on how to have such houses and still have summer comfort, free of sweating walls, mildewed closets, musty smells. If you can do this in Philadelphia, you can do it anywhere. Turn page to see a house that can.



Philadelphia is in a middle of a zone of summer-heat-and-humidity. North, it's better. South, it's worse. But the problem differs only in degrees. So does the cure.

HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

The scientists who researched Climate Control

DR. RALPH LINTON
Sterling Professor of Anthropology, Yale University

DR. PAUL SIPLE
Military Geographer, The General Staff, U. S. Army

DR. HELMUT LANDSBERG
Executive Director, Committee on Geophysics and Geography, Research and Development Board

DR. DANA COMAN
Consultant, Scientific Advisor, Office of the Chief of Staff, U. S. Army

DR. L. P. HERRINGTON
Director of Research, the John B. Pierce Laboratory of Hygiene, Research Associate Professor in Public Health, Yale University

WALTER A. TAYLOR
Director of Education and Research, American Institute of Architects

MILES L. COLEAN
Consulting Economist

WOLFGANG LANGEWIESCHE
Research Pilot, Kollsman Instrument Division, Square D Co.



Our Philadelphia house is a perfect

Lesson in summer comfort

The battle to control our winter climates, indoors, is largely won. There's no excuse for cold-weather discomfort any more. But our fight against summertime heat and humidity—and all the stresses it puts on us, our possessions and houses—lags behind. This house gives you comfort winter and summer

THE PROBLEM	THE SOLUTION
1. Mildew in closets and closed storage spaces.	1. Sealed, dehumidified storage for out-of-season articles in basement.
2. Roof troubles: rot due to high humidity, freezing and thawing which produce leaks.	2. Aluminum roof, guttering, downspouts, etched to reflect heat away and avoid glare and glitter.
3. Winter condensation on glass and window sash.	3. Double, sealed insulating glass in wood sash.
4. Condensation on the inside of outer walls.	4. Vapor barrier of transparent plastic.
5. Excessive winter heat loss through masonry walls.	5. Blankets of glass wool insulation inside walls.
6. Excessive summer heat gain through the structure itself.	6. Reflective roof, plus generous wall shading, plus glass wool insulation, plus attic fans.
7. Summer discomfort due to combination of high heat and high humidity.	7. Natural ventilation through all principal rooms, plus attic fans to pull in cool, night air, plus room air conditioner in north-facing study.
8. Winter discomfort due to loss of body heat to cold, damp structure.	8. Warmed floors *and* walls. A simple but ingenious heating system wraps house in warmed air, circulating it through floor, wall and ceiling spaces.
9. How to exclude summer sun and summer insect, while still admitting summer breeze.	9. South front is protected by continuous galleries, screened with plastic insect mesh.

If you think that modern principles of design like Climate Control are automatically hostile to tradition, study this home. Here the stone house, of which Pennsylvanians are so fond, merges easily with modern requirements for comfort, privacy, sound construction. On the north or entrance side, see how the covered "bridge" gives perfect bad-weather protection to front door. (Its masonry floor, heated by boiler room below, will always be snow-free.) Note that for privacy and winter comfort, windows are small, few.

Old and new combine to lick a difficult climate problem. Under an aluminum roof, finished to look like pewter, are attic fans and plenty of insulation. Together, they'll get rid of most solar heat before it ever enters the house proper. Yet Philadelphia has been using metal roofs for centuries. The fieldstone walls and simple porches might date from William Penn's day. Here they are used as sun shades to protect a south wall that's almost entirely glass. Note how house is situated to give privacy from drive.

FURNO & HARRISON, Architects

THOMAS D. CHURCH, Landscape Architect

FERNANDEZ-GARWOOD, 1/8" scale model

COLOR PHOTOGRAPHS BY EZRA STOLLER © PICTOR









Summer sun is kept out by the screened porches, two stories of them. Although there'll be many times when you'd sit here, this is primarily a sun-control device. It permits a south wall largely of glass, with sliding doors for maximum ventilation. Vine-covered pergola and trees at left shade terrace on hot summer afternoons.

Winter sun is let in by the same device. See how glass walls on both floors flood all major rooms with winter sun. This is important in regions like Philadelphia, where little more than half of winter days are sunny. What's more, thanks to modern heating, insulating glass, and weatherstripping, it's also practical.

The old Pennsylvania tradition of houses built into the slope is carried on in this service court. Occupying the least desirable exposure (northwest), this court serves double garage at left, fenced service yard at right. Note covered "drive-through," an old barn trick that's fine for today's cars.

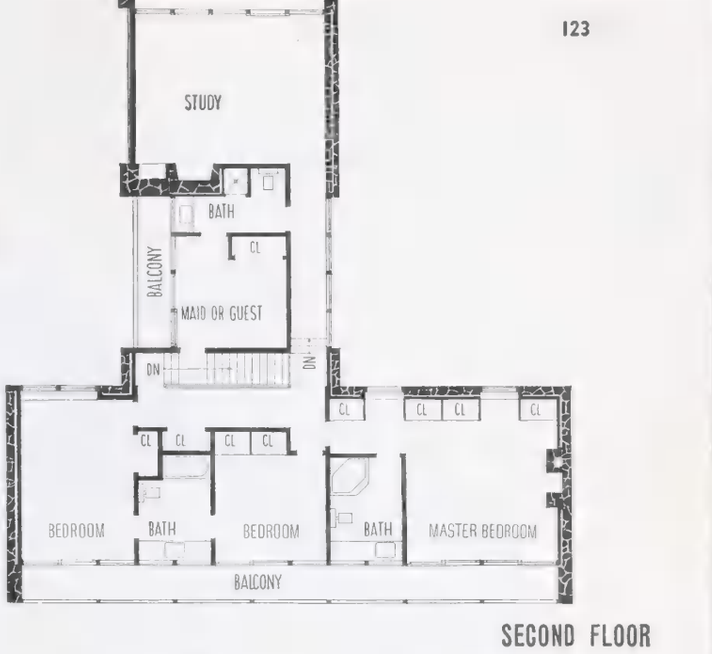


The Philadelphia story

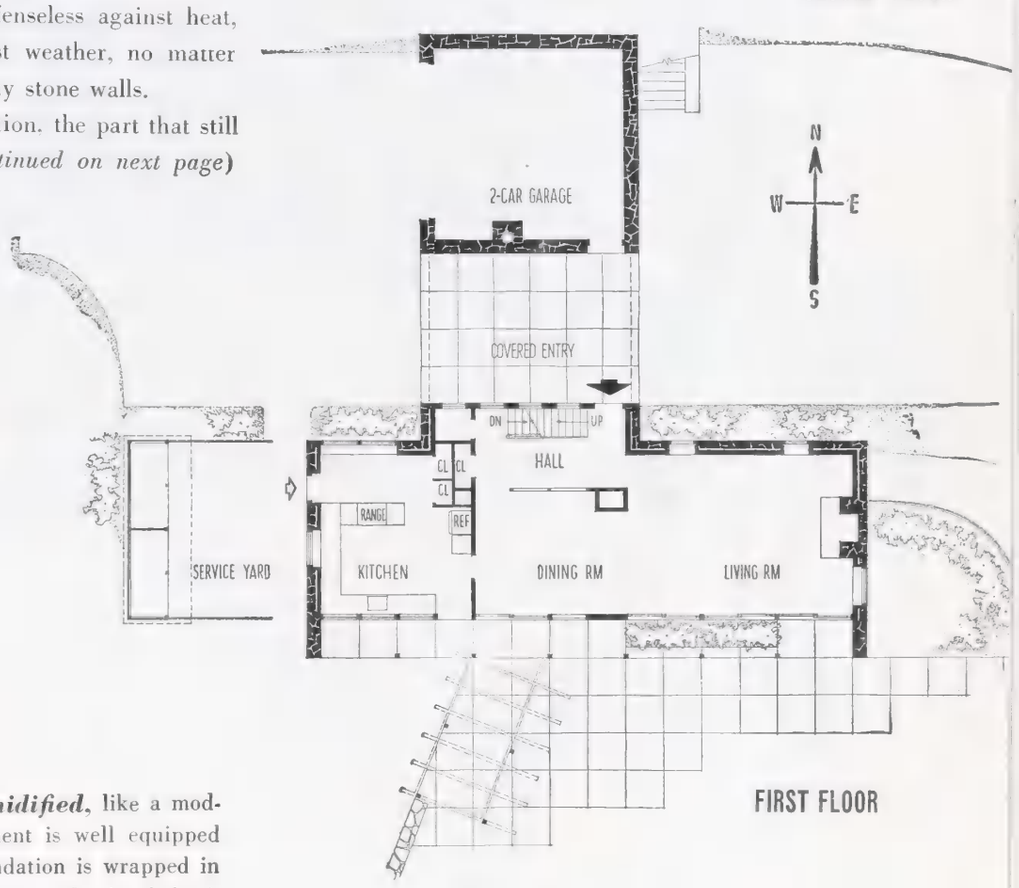
(continued)

Many American cities have an architectural tradition to be proud of. Philadelphia is one of them. But a tradition that's worth its salt has simple, down-to-earth reasons for being so. A house is admirable not because "William Penn lived here" but because it enabled William Penn to live here *in comfort and grace*. Philadelphia's ancestors did many things well, including their houses. But there were many things they did *not* do perfectly, simply because the knowledge and resources of their times did not permit it. Thus their stone houses were often lovely to look at and, for some seasons of the year, pleasant to live in. But in their hot, humid summers they were defenseless against heat, sweaty walls, mildew, and insects. In the coldest weather, no matter how bright the fire, they lost body heat to clammy stone walls.

Here's a house that takes the *best* of this tradition. the part that still makes sense æsthetically and functionally, (*Continued on next page*)



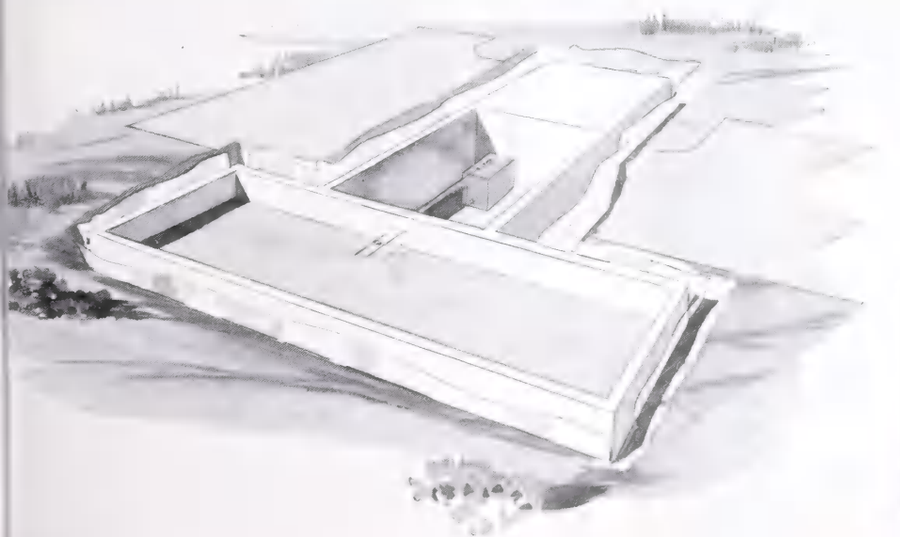
SECOND FLOOR

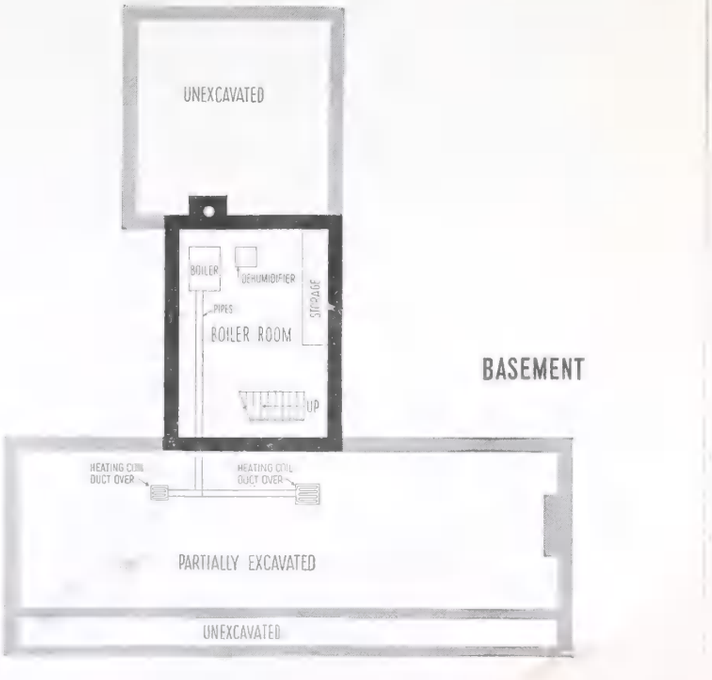


FIRST FLOOR

An economical plan gives major rooms southern exposure. a garden view, privacy from street and drive. (Exception is second-floor study described on next page.) Though it uses the center hall so familiar in this region. this house nevertheless has the openness demanded by today's living. Note in first-floor plan (right) how "covered bridge" to study creates sheltered loading space for two cars at front door. Its flagstone floor is snow-and-ice free due to heat from boiler room below.

Plastic wrapped and dehumidified, like a modern industrial carton. the basement is well equipped for a humid climate. Entire foundation is wrapped in tough, sealed envelope of transparent plastic (below) that runs under basement floor and up outside of basement walls. Electric dehumidifier makes windowless boiler room ideally cool and dry for storage of out-of-season clothing and bedding (see plan, right).

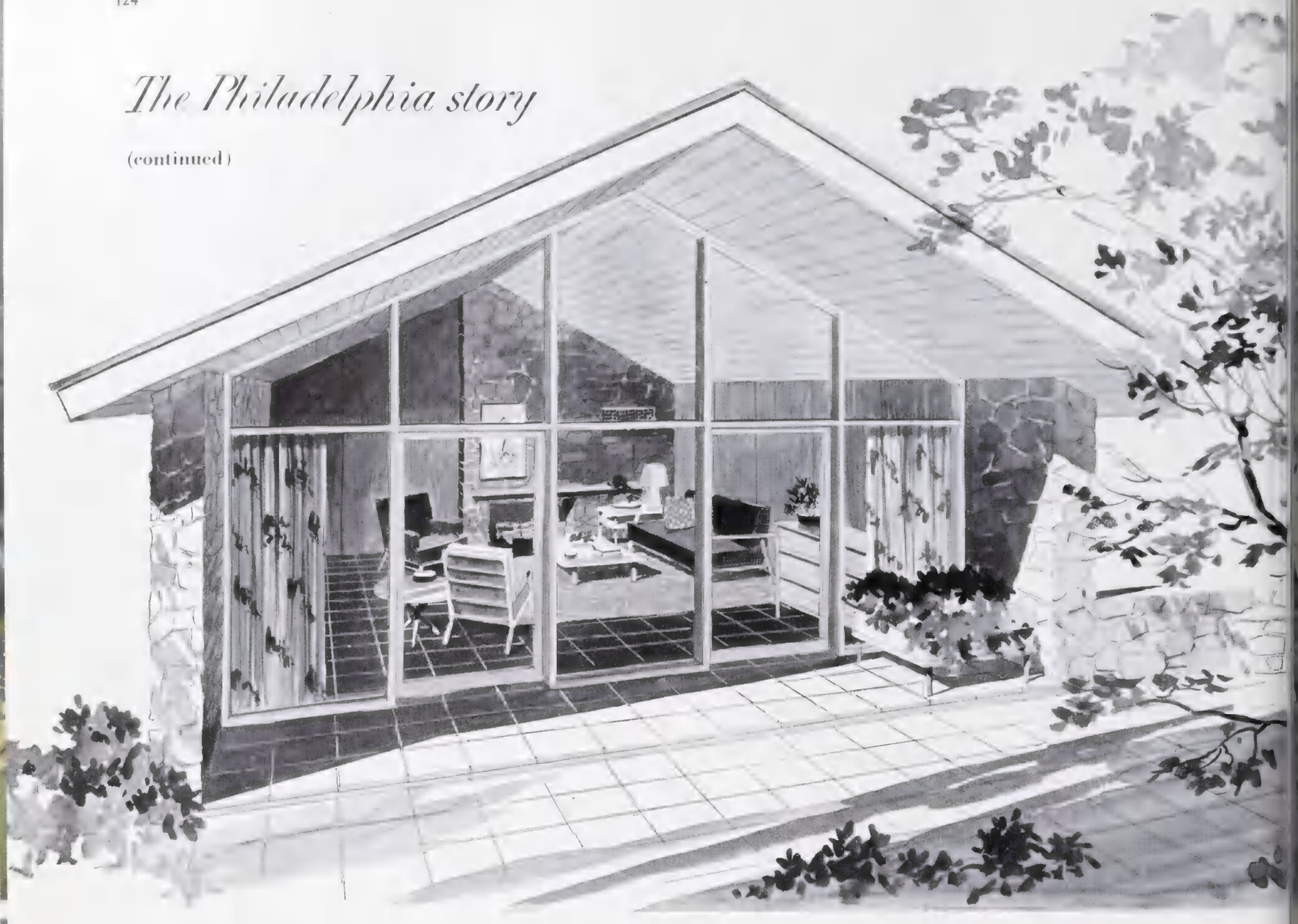




BASEMENT

The Philadelphia story

(continued)



and combines it with the best current practices in heating, insulation, ventilation, and orientation. If you study the details on these pages, you'll see how easily and naturally this was achieved.

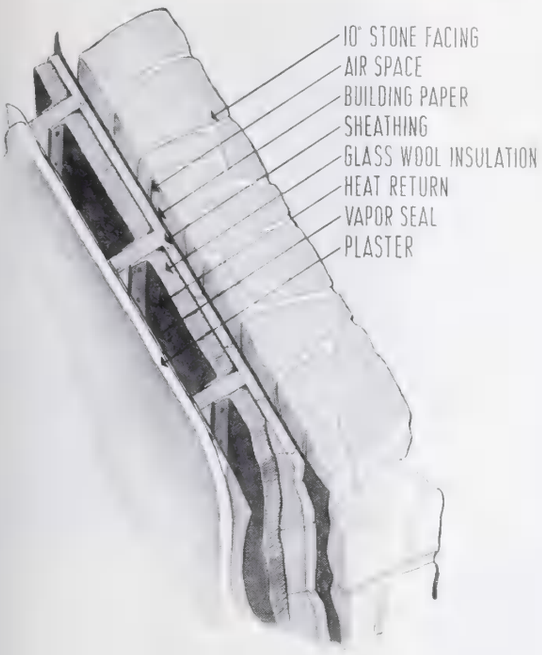
Designed for a fairly large, south-sloping lot in the Main Line district of Philadelphia, the house was sited for best possible exposure and maximum protection from auto traffic—a necessary evil to suburban living. By placing the entrance front toward the north and street, the least desirable exposure, climate-wise, was given over to two motor courts, garage, and service yard. This freed the whole southern part of the plot (direction of winter sun, view, and summer breeze) for living. Main problem was to create a house that conformed to the stone farmhouse tradition of the community and yet met local climate demands more effectively than the prototype. (*Continued on page* 148)

The study faces north, has a polished tile floor and a room-size air conditioner built into fireplace wall. It's thus a perfect retreat from the worst of Philadelphia's summer. But it's a good year-round party room as well, isolated from the rest of the house where noise won't disturb the kids and the clutter won't haunt you the next morning.

HOW YOU CAN GET CHARTS AND TECHNICAL DATA ON CLIMATE CONTROL

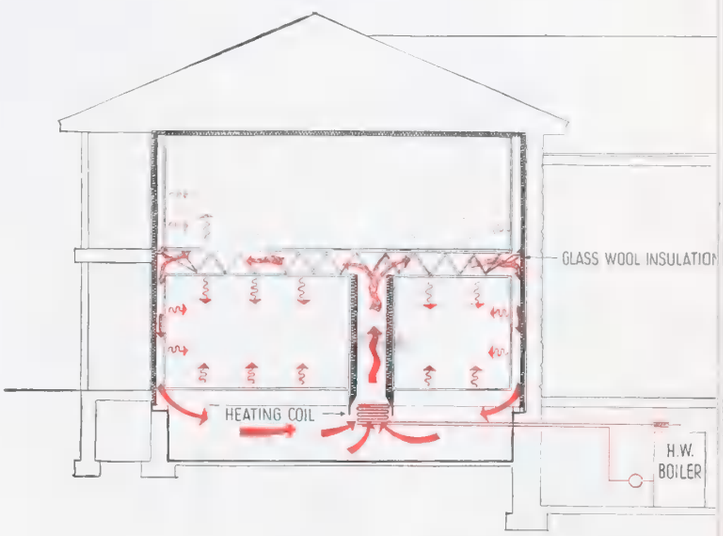
Through the cooperation of the American Institute of Architects, technical reports on HOUSE BEAUTIFUL'S Climate Control Project are being published for the benefit of architects, contractors, manufacturers and home owners. These reports analyze precipitation, temperature, wind velocity and direction, humidity, sunshine, etc. They are published for each region studied in the Climate Control Project, and are available concurrently with appearance of the general regional story in HOUSE BEAUTIFUL. Reports are now available on the following regions: Mid-Ohio, Metropolitan New York and New Jersey, Southern Florida, Southwestern Desert, Missouri River Valley, Gulf Coast. Price: 50¢ each from Administrator, HOUSE BEAUTIFUL'S Climate Control Project 572 Madison Ave., New York 22, N.Y.

HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

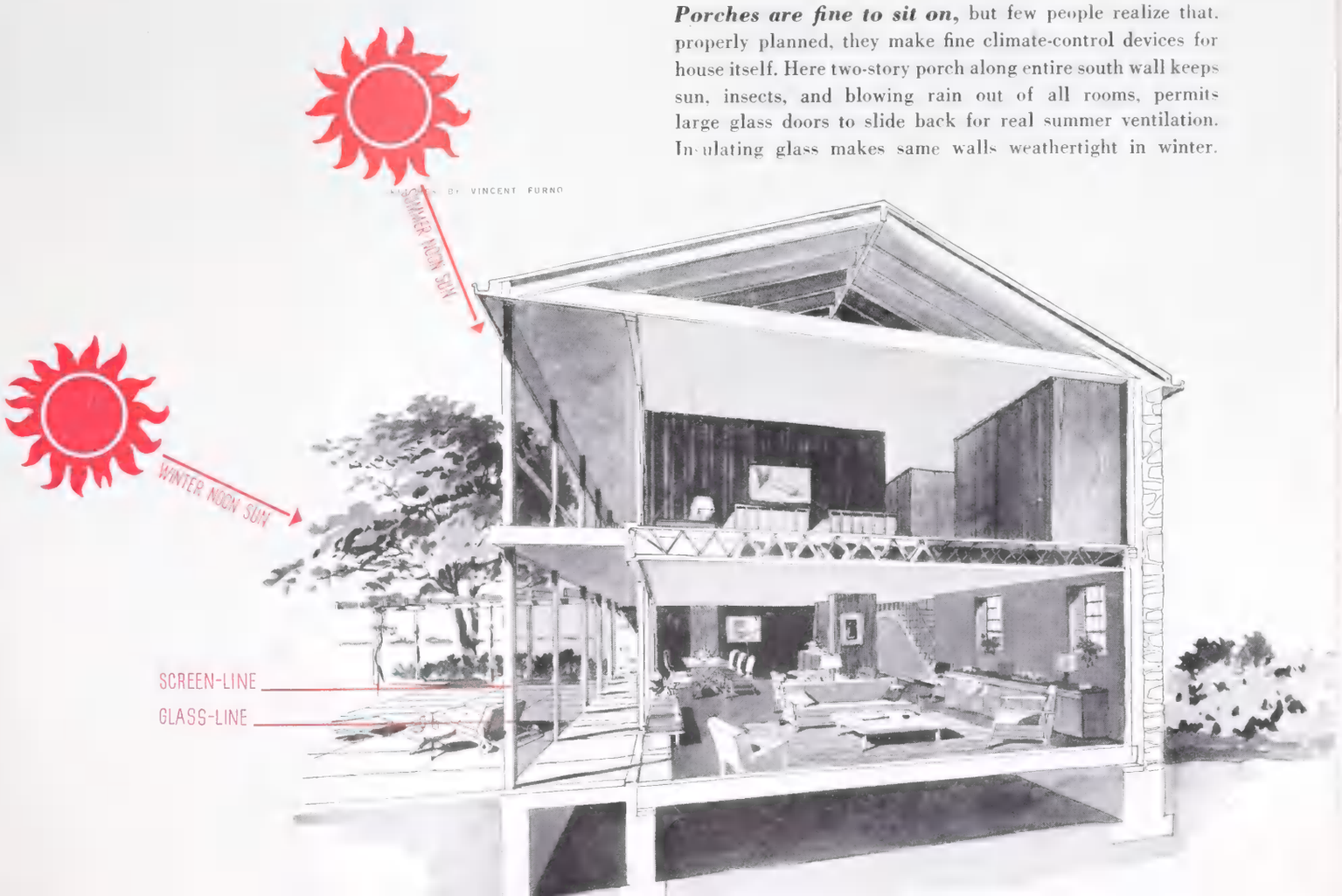


If your climate has hot summers, cold winters, and high humidity most of the time, build your stone wall like this. Heat will have a hard time moving through it in either direction. So will moisture, thanks to plastic vapor barrier behind plaster. With its "sandwich" construction, this wall will be comfortable and dry, winter and summer. Spaces between studs are "ducts" for warm-air radiant heating system (below).

New radiant heating system warms every surface in this house—floors, ceilings, walls, even underside of the bathtubs. Principle is simplicity itself. Hot water coils below vertical duct heat basement air, send it up duct like a fountain. At top, it spreads out to warm floors, ceilings, then flows down cavities in outside walls to basement where cycle is repeated. This air never enters rooms. System needs no fans, offers no fire hazard, since actual source of heat, an oil-fired boiler, is sealed off in another portion of basement.



Porches are fine to sit on, but few people realize that, properly planned, they make fine climate-control devices for house itself. Here two-story porch along entire south wall keeps sun, insects, and blowing rain out of all rooms, permits large glass doors to slide back for real summer ventilation. Insulating glass makes same walls weathertight in winter.





Why does insulation *Insulate?*

by
Wolfgang Langewiesche

It's no wonder you're confused about insulation. There are so many kinds. Which is the best? If you insulate against cold, are you also protected from heat? And why does insulation insulate, anyway?

The best insulating material in the world is air. Of all common substances, air offers the greatest resistance to the flow of heat. Just plain air is 6 times as good an insulator as wood, 29 times as good as brick, 39 times as good as ordinary concrete, 44 times as good as glass, and 1,600 times as good as copper. Aluminum and copper are about the worst insulators, which is another way of saying they are the best conductors of heat and make rather nice cooking utensils.

If air is so good an insulator, then why not simply use an air-space in the wall? Well, people do, especially in this country. The air-space is a distinctly American usage, and an old one. The first settlers built their houses the way they had built them in England—a wood framework filled with brick. But they soon found that a house was more comfortable if it had two skins, so to speak: an inner skin of plaster and an outer skin of boarding, with a hollow space between. You can see why: because the hollow air-space served as insulation, and the climate of the new colony called for insulation: the summers were much hotter, and the winters much colder than in mild old England.

But the simple air-space does not make full use of the air's insulating power. Trouble is—the air in it won't hold still. A "block" of air (if you will imagine such a thing), the size of brick, would be twenty-nine times as good an insulator as a brick. But air doesn't come in blocks. On one side of the hollow air-space, the air picks up warmth. It becomes light and flows up. Then it flows across to the cool side and rubs off its heat there. It gets cold, sinks down, flows across to the warm side again and chills the warm side. So these drafts actually *transport* heat across the air-space. The insulating value of an air-space goes to pot. It's still much better than it would be if the outer and the inner "skin" of the house were touching each other without an air-space. But it isn't good enough.

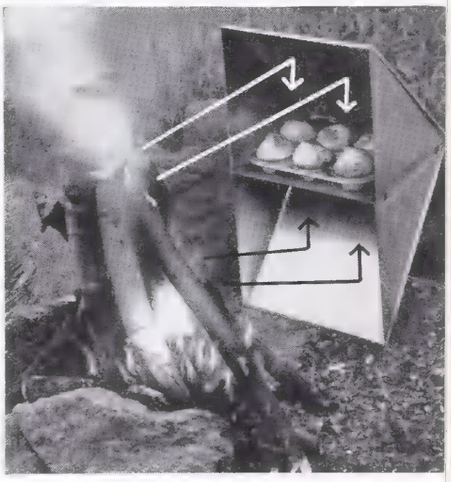
To get better results, you have to stop those drafts. You have to *pin the air down*. Fortunately, this is easy. Air is like honey. It clings to things. A thin layer of air clings to your hands. A thin layer of air clings to the skin of an airplane in flight, even at 600 mph. For the airplane designer, this is a bad problem: for the house designer, it's a good thing. For example, it is almost the only reason why a window pane has any insulating value. The glass itself would not keep much cold out. But a very thin layer of air clings to each side of the glass and does the job. It is almost the only reason why an air-space has any insulating value. The insulating is done almost entirely by the two thin air-layers that cling to the two surfaces.

This same clinging tendency of the air is the secret behind most insulating materials. You simply criss-cross your hollow air-space with billions of tiny fibers or surfaces. The air clings to each of them. This pins the air down. Or, in some materials, you sub-divide your air-space into a billion tiny air bubbles. In any case, that's what you buy when you buy insulation—air, *arrested air*. And then, of course, you don't necessarily have to put the stuff into a hollow space between the walls. You can put it wherever it is convenient. But about that, more below.

It makes surprisingly little difference what material you use to arrest the air with. Most anything will do, just so long as it is fluffy, with lots of little fibers or surfaces or bubbles, holding lots of air. The insulating power of most insulating materials lies not in the *substance* of which they are made, but in the air which they hold in place. Glass is a very poor insulating material: glass *wool* is excellent insulation. Rock is a poor insulator: rock *wool* is excellent. You could stuff an air-space with steel wool and get pretty fair insulation.

And when you look down a list of technical specifications, it is amusing to see what-all they make insulation of: rock, glass, pig's hair, cattle hair, licorice roots, slag, cotton, wood shavings, and also a kind of mineral that you can puff up like popcorn.

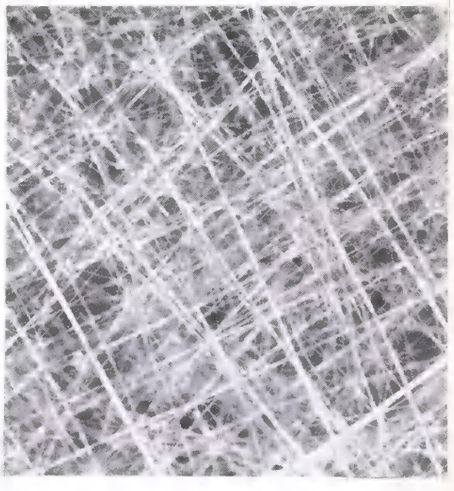
It makes you want to go (*Continued on next page*)



As every camper knows, a reflector oven can really bake. Here, two pieces of reflective aluminum, at 90° angle, bounce fire's heat at bottom and top of baking shelf. Reflective insulation uses same principle of stopping radiant heat rays.



HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT



Magnified 20 times, this microscopic photograph of mineral wool shows the billions of air bubbles imprisoned in mass type insulation. Since air is a good insulator, such air-trapping materials make excellent insulators.

Why does insulation *Insulate?* (continued)

into the insulation business. It sounds so easy. All you have to do is find some stuff—most anything—that shreds or puffs up or tears or beats up into a fluffy enough shape. Then you sell it and make a million.

But, of course, it isn't quite so easy. You would have to ask: Will it burn? Does it smell? What if it gets damp. Does it settle down with age and become compact? Can insects live on it? Mold? Fungus? Does it shed a dust that is harmful to the lungs? Does it rust, rot, or corrode? And so on, down a long list of technical requirements.

You would also ask money questions: How expensive is it to make? Is it easy for workmen to apply? How does it fit into the house? That's why insulation material comes in so many different forms. For example, it comes in blankets or quilts that fit into the hollow spaces of a frame wall, between the upright studs. It comes loose, to be blown into an existing wall after it has been built. It comes as rigid boards that serve also as part of the wall's structure. Of these boards, some are for finishing walls (with foil on their backs), and others are for structural work only. Some serve at the same time as "lath" to hold plaster. Some are tough enough to serve as outside sheathing of the house, right under the shingles or clapboard.

There is no "best" insulation, nor is there a "cheapest." There is only a best and cheapest for a particular house. To choose it is quite a problem: it ties up with the whole design of the house, and the character and extremes of your summer and winter climate.

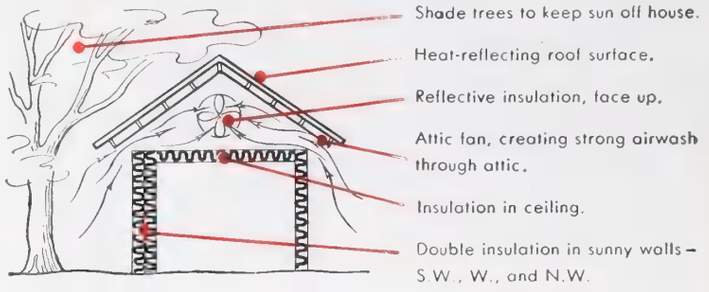
House Beautiful's optimum standards

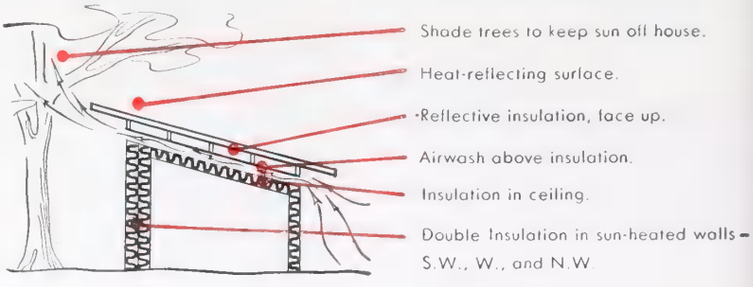
Thanks to our Climate Control Project, House Beautiful has come to believe that in many parts of the country we need to use more insulation than has commonly been supposed. Also, we need to be more careful about how we install it. For the finest insulation will cancel itself out if its installation is wrong.

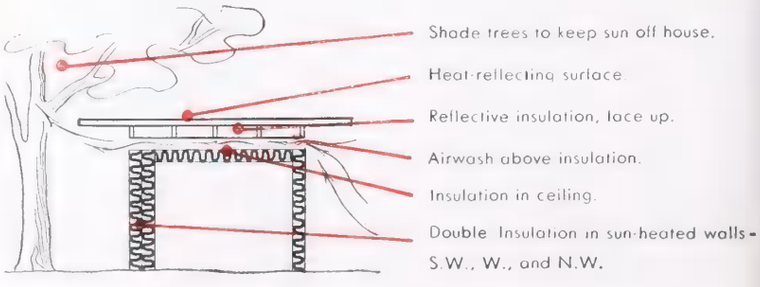
In the interest of saving you money, the insulation manufacturers have developed "minimum standards," which have been widely accepted. These are fine for operative builders, and people with minimum budgets. But we think House Beautiful readers want to do things right, in the best possible manner. Insulation is one of the least expensive materials in a house. A little more of it in a few extra places affects total costs relatively little. Why have ¾ of a loaf when you could have a whole one?

For those who can afford to do things 100% right, we offer three optimum standards. Pick yours, depending on your climate.

If summer heat is your main problem







Insulation against summer heat is not exactly the same thing as insulation against winter cold. "Of course not," you say. "It is exactly the opposite thing. In winter you try to keep the heat in: in summer you try to keep it out. But doesn't the same insulation do both jobs?" Well, almost. But not quite.

Here is one big difference: In winter, you have a source of heat in the house—your furnace. It keeps making new heat as the old heat leaks out. Without this constant flow of new heat, the inside of the house would soon be as cold as the outdoors. Insulation, after all, cannot *heat* the house. It can only slow down leakage of the heat from the house. Well, in summer, you have no source of coolness in the house (unless you have a cooling device), and your insulation cannot, in the long run, keep the inside of the house any cooler than the outside world is.

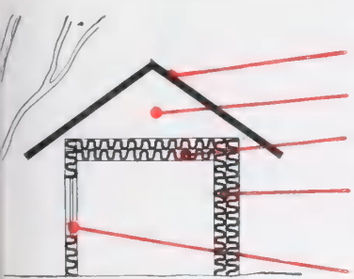
"That's not true," you say. "I do have a source of coolness." And you explain how you can open the house wide all night and let the night coolness in. Then, in the daytime, you close it up tight, and it stays cool, because the insulation won't let the heat come in so fast. By the time it begins to get warm it is evening, and you open up again and get a new batch of coolness. It's a good system, if you can make it work by itself. It's a good system to have family arguments about because it often does not work.

Here is what you need to make the system work—the system of "Keep-It-Closed-up-for-the-Day." You need one or all of the following things: (*Continued on page* 163)

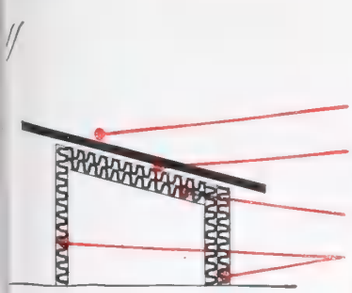
for insulating practice

FOR A LIST OF INSULATION MAKERS TURN TO PAGE 184.

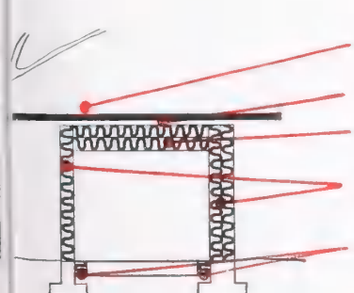
If winter cold is your main problem



- Dark-colored roof to absorb sun heat.
- Sealed attic.
- Heavy insulation in ceiling.
- Insulation in walls – double it in direction of coldest winds, least sun.
- Double glass, weather stripping.

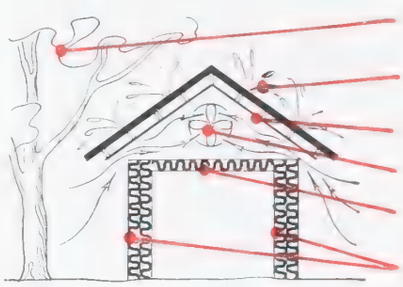


- Dark-colored, heat absorbing roof.
- Sealed air space between insulation and roof to prevent condensation.
- Heavy insulation in ceiling.
- Insulate all walls – double it toward coldest winds, least sun.

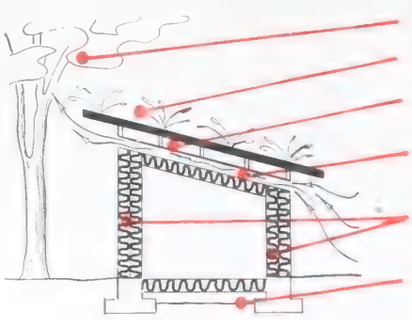


- Dark-colored, heat absorbing roof.
- Sealed air space.
- Insulation in ceiling.
- Insulation in all walls – double toward north and cold winds.
- Insulate edges of slab if floor is concrete slab.

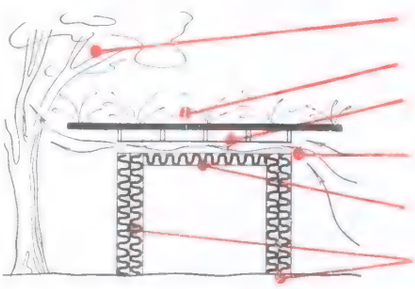
If extremes of heat and cold are your problem



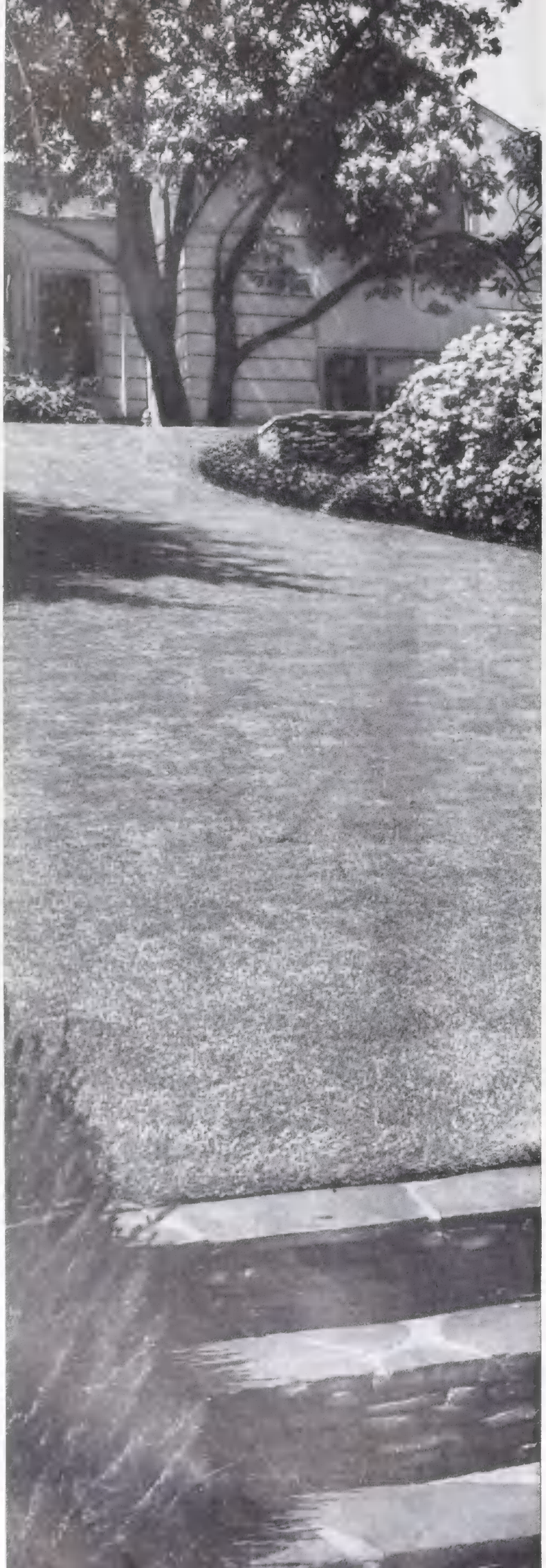
- Deciduous trees for summer shade.
- Roof spray on dark roof kills sun in summer. In winter, roof absorbs sun heat.
- Reflective insulation, face up.
- Attic fan for summer, off in winter.
- Insulation in ceiling.
- Double insulation in walls toward summer sun, winter winds.



- Deciduous trees for summer shade.
- Roof spray on dark roof for summer cooling.
- Reflective insulation, face up.
- Ventilation between ceiling and insulation. Should be closed off in winter.
- Double insulation in walls toward summer sun, winter winds.
- Insulate floor if over drafty area.



- Deciduous trees for summer shade.
- Roof spray on dark roof.
- Reflective insulation, face up.
- Ventilation between roof and ceiling insulation.
- Ceiling insulation.
- Double wall insulation toward summer sun, winter winds.



There's too much bunk about LAWNS

Forget all the conflicting advice. Here is a work-saving program guaranteed to produce a thick, velvety green carpet

NEVER CUT SHORTER THAN 1½ INCHES. Nature intended grass to grow several feet high. Shave it down to an inch or less (most lawnmowers do just this) and the grass starves to death—and weeds take over. So buy a mower that does a good cutting job at 1½-inch height. Don't be fooled by a sales demonstration. Any mower will cut grass short. Only a good machine can give a smooth cut at 1½ inches.

FEED LIBERALLY. Few lawns get enough plant food. The result is skimpy growth, bare spots, and lots of weeds. All lawns need three feedings a year—September, October, and February. Use four pounds of a garden plant food, or two pounds of a lawn food at each application for each 100 square feet of grass. If your soil is more subsoil than topsoil, make a fourth application of plant food in April each year.

Most people think that feeding the grass makes extra work—more frequent mowing. Let's look at this claim. Starved lawns must be mowed regularly anyhow because there are always occasional sturdy grass plants that grow tall enough to make the lawn look ragged. So while you do cut off more grass on the well-fed lawn at each mowing, you don't mow much more often—certainly not more than two extra mowings in the whole season. And mowing is easier on well-fed lawns because grass is soft and lush, not tough and wiry.

WATER ONCE A WEEK—OR NOT AT ALL. Sprinkling the lawn encourages weeds and doesn't really help the lawn grass unless you wet the soil at least four (*Continued on page* 201)

PHOTOGRAPH BY MAYNARD PARKER
JOHN A. GRANT, LANDSCAPE ARCHITECT



SINCE 1825
BIGELOW
Rugs – Carpets

Vanity Fair

a Bigelow Masterweave

If your furniture is to you more than "furnishings"... if you are frankly a perfectionist about your possessions . . . you, especially, will appreciate the magnificent new "Vanity Fair."

Fashioned to delight the eye . . . in a gamut of inspiring colors not found elsewhere. Luxurious to the touch . . . knowingly crafted of choice wools from all over the world, treated to retain their natural "liveliness." So richly deep-dense in texture it seems to swallow sound... spread tranquility as it does lasting loveliness.

Of course it's a Bigelow, famous for beauty you can see . . . quality you can trust . . . since 1825.

Bigelow
Rugs and Carpets

She Lives in Denver ... She Sleeps in

UTICA



MRS. RICHARD KENNETH KEARNS, lovely young leader of Denver society, sleeps in Utica BEAUTICALE Sheets, the luxurious percales that *belong* in the finest homes. She prefers their exquisite texture — knows how smooth and restful they are after a busy day with her family and her community activities. For BEAUTICALE has the fine even weave of slender-spun threads and choicest cottons thoroughly combed. Discriminating taste tells you that *regardless of price . . . you can buy nothing finer.*

● Write for your copy of the free booklet, "Beauty Secrets From Your Linen Closet." Utica & Mohawk Cotton Mills, Inc., Dept. HB-19, 55 Worth Street, New York 13, New York.

SUIT BY JANE DERBY FOR HANDMACHER-VOGEL

UTICA Beauticale* Sheets

Fine Combed — Fine Count Percale





Beauty-touched Windows-...

with Ready-Made Draw Draperies in Celanese* Fabrics!

Now... you can easily, economically give your rooms a new lease on loveliness. Treat your windows to ready-made draw draperies in Celanese Decorative Fabrics. It's as simple as that! In any one of a gamut of textures and colors, they will hang beautifully, drape perfectly, live happily in every room—modern or traditional.

Easy to hang on regular or traverse rods, ready-made draw draperies in Celanese fabrics of acetate rayon come in varying lengths, multiple widths. Available at leading department stores. Celanese Corporation of America, New York 16, New York.

Celanese* **Decorative Fabrics**

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For her—and for you—Kenwood has created luxurious new blankets of pure wool—in new textures, new colors, and new finishes, so velvety soft, so wonderfully warm, and so breathlessly beautiful.

Kenwood Blankets



Send for full information about Kenwood Blankets and name of dealer nearest you. Kenwood Mills, Box 725, Rensselaer, N. Y.



PHOTOGRAPH BY MAYNARD PARKER

You're never isolated from callers in this house! A door chime mounted in the kitchen sounds two notes to announce a guest at the front door, one for the rear door. Moreover, it fits well into kitchen décor, in its white plastic case with chrome tubes and trim.

3 PACE–SETTING KITCHENS

CONTINUED FROM PAGE 105

When budget and space are limi-d, as in the three kitchens in e $25,000 houses shown on pages 0-105, materials and equipment ed to be selected with more than ual care. Otherwise, the kitchen on't function as it is intended. ose who are planning their own tchens and who have budget and ace problems, will want to study e following list of parts which ake up these kitchens.

ONTEMPORARY KITCHEN

quipment: Youngstown cabi-ts and sink, Mullins Mfg. Co., arren, O. Refrigerator, washer d dryer, General Electric Co., idgeport, Conn. Ventilating fan, ade Wind Motorfans, Inc., Los ngeles, Calif. "Select-A-Range," anders, Frary & Clark, New Brit-n, Conn. "NuTone" door chimes, uTone, Inc., Cincinnati, O. Cosco sture-back chair, Hamilton Mfg. ., Columbus, Indiana.

Electrical Housewares: Oster-izer (blender), John Oster Mfg. Co., Racine, Wis. Sunbeam waffle iron, Sunbeam Corp., Chicago, Ill. Simmer Crock, Industrial Radiant Heat Corp., Gladstone, N. J.

Counter Top: "Cusheen," a vinyl plastic material that will withstand hard use, acids, alkalies, oils, and heat. It will also heal after acci-dental denting. A Youngstown counter top material from Mullins Mfg. Co., Warren, Ohio.

Flooring: "Kentile" (asphalt), David E. Kennedy, Inc., Brooklyn, New York.

Breakfast Set: Plastic-topped chrome set, Howell Mfg. Co., St. Charles, Ill.

Accessories: White print cur-tains, Goodall Fabrics, Inc., New York, N. Y. Revere Ware tea ket-tle and saucepan, Revere Copper

(*Continued on next page*)

IMPORTED

Fine Dinnerware by

ROYAL DOULTON

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3 PACE-SETTING KITCHENS

CONTINUED FROM PRECEDING PAGE

& Brass Co., Rome, N. Y. Martex towels, Wellington Sears, New York, N. Y. Spice Islands spices, Spice Islands Company, San Francisco, Calif. Glasses and cigarette holder, Blenko Glass Co., Inc., Milton, West Virginia. Stainless steel knives, Geneva Forge, Inc., Chicago, Illinois.

RANCH KITCHEN

Equipment: Youngstown cabinets and sink, Mullins Mfg. Co., Warren, O. Refrigerator, washer and dryer, General Electric Co., Bridgeport, Conn. Ventilating fan, Trade Wind Motorfans, Inc., Los Angeles, Calif. "Select-A-Range," Landers, Frary & Clark, New Britain, Conn. "NuTone" door chimes, NuTone Inc., Cincinnati, O. Cosco posture back chair, Hamilton Mfg. Co., Columbus, Ind.

Electrical Housewares: Coffeemaster and toaster, Sunbeam Corp., Chicago, Ill.

Counter Top: Formica, fabricated under name "Formacove" by Blue Ox Industries, Redwood City, Calif.

Flooring: Asphalt tile, Sloane Blabon Corp., New York, N. Y.

Wallpaper: Ceiling, C. W. Stockwell Co., Los Angeles, Calif.

Dinette Set: "Rustic," Habitant Shops, Inc., Chicago, Ill.

Accessories: Vertical "matchstick" bamboo curtains, Poinciana Division, D. Kwon & Co., San Francisco, Calif. Martex towels, Wellington Sears, New York, N. Y. Pottery plates, Rowantree, Inc., New York, N. Y. Revere Ware, Revere Copper & Brass Co., Rome, N. Y. Mugs, "California Modern," Santa Anita Ware, Charles Brown & Sons, San Francisco, Calif.

TRADITIONAL KITCHEN

Equipment: Youngstown cabinets and sink, Mullins Mfg. C Warren, O. Refrigerator, was and dryer, General Electric Bridgeport, Conn. Ventilating Trade Wind Motorfans, Inc., Angeles, Calif. "Select-A-Rang Landers, Frary & Clark, New B ain, Conn. Cosco posture b chair, Hamilton Mfg. Co., Col bus, Ind.

Electrical Housewares: U versal Coffeematic, Mix-a-Ble "Cook-A-Matic" grill and toas Landers, Frary & Clark, New B ain, Conn. "Chef" clock, Gene Electric Co., Bridgeport, Conn.

Counter Top: Cusheen, a vi plastic material that will withst hard use, acids, alkalies, oils, heat. It will also heal after a dental denting. A Youngsto counter top material from Mul Mfg. Co., Warren, O.

Flooring: Vinylite plastic fl covering "Florever." Delaw Floor Products, Inc., New Y

Dinette Set: Maple set. C ant Ball Company, Gardner, M

Accessories: Shag cotton Aldon Rug Mills, Inc., New Y N. Y. Revere Ware, Revere C per & Brass Co., Rome, N. Y. M tex towels, Wellington Sears, York, N. Y. Milk glass pitc glasses and plates, Westmorel Glass Co., Grapeville, Pa. Borde organdy curtains, Craig Mfg. New York, N. Y. Spice Isla spices, Spice Islands Co., San F cisco, Calif. Couroc tray, Cou of Monterey, Monterey, C Stainless steel knife, Geneva Fo Inc., Chicago, Ill. Woven pla place mats, Studio House, York, N. Y. Basket plates basket, Bonniers, New York, N "Hand-Woven" napkins, Cham lain Hand-wovens, Inc., Sea Washington. Chas. Hall lettuce dish, W. & J. Sloane, San F cisco, Calif.

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Pantry Shelf News

by Julie Polshek

"Heard about the canned live lobsters?" queried a visitor from New England. Another "shaggy-dog" story, I thought to myself, and waited for him to spring the punch line. But it wasn't a joke. And in due course of time, the arrival of the Liv-Pak lobsters themselves brought visual proof. Yet, even when I opened the hermetically sealed container, I didn't quite believe it until I poked one gingerly and saw him kick.

The magical canning feat is achieved by the synthetic Atlantic Ocean water that nurtures the lobsters during their canned sojourn. It contains both the chemical elements necessary and especially beneficial to the well-being of lobsters from the Atlantic waters as well as some that neutralize and absorb waste products during the journey. The container also provides the necessary oxygen.

Did you know that lobsters born and bred in any one body of water can't subsist on the water of another one? The sealed-in lobsters are guaranteed life for six days by the Liv-Pak Company who developed the synthetic sea water and packing technique. (They've been known to remain hale and hearty for as long as 14 days.)

Open the container and you'll find four cans. Three of them yield two Maine chicken lobsters a piece, each weighing about 1 to 1¼ pounds and as fine as they come. The fourth can contains their salt-water rations.

The claws of these canned lobsters are plugged so they can't nap at you as you extricate them. Drop them into a waiting kettle of boiling water or split them for broiling, just as you would any other live lobsters. What eating! The fine-textured meat is tender, sweet, and oh-so-rich in flavor. There's nothing in the sea-food realm to match fine lobster meat.

The 6-lobster pack costs $9.95, plus collect transportation costs, from Jordan-Marsh, Boston, Mass. (It weighs 24 lbs.) Liv-Pak lobsters are shippable to any destination that can be reached in six days by air freight or the combined air-and-ground transportation used if destination is not on air route. (We're told virtually all locales can be serviced in 6 days.)

The cheese-sampling jamboree I had in Old Denmark's rare-cheese department is a gustatory treat I wish all my readers could enjoy.

Every member of the distinguished imported galaxy is personally selected by Old Denmark's knowing cheese connoisseur during his periodic shopping expeditions in the Scandinavian countries. Just-any-imported cheese doesn't measure up to his critical demands. He travels from dairy to dairy seeking out the elite and long-aged cheeses of an area famed world-over for its mastery in this art. It's a skill that's passed on from father to son for generations back. The quality of the cream-rich milk used contributes its important bit.

Every cheese on Old Denmark's shelves is at least a year and a half old, and all naturally aged. Which you choose becomes a matter of which type you particularly fancy. Each is as mellow as they come.

Let's go down the line and meet the most popular members of the group. First comes Old Denmark's proudest offering—Danish Emmenthaler Swiss from Zurick, two and a half years old. They call it the "crying cheese," for this long aging makes it tear when you cut into it.

(*Continued on next page*)

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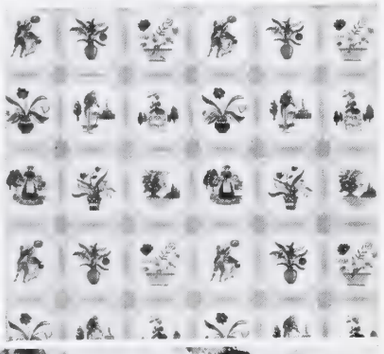
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PANTRY SHELF NEWS

CONTINUED FROM PRECEDING PAGE

Its texture resembles an aged cheddar. It slices like a dream and its mellowness and rich flavor are enough to make any cheese fancier wax eloquent.

Meet now a Port Salut of special excellence, which is especially packed for Old Denmark. Finally, there are three made by Tholstrump, a name that carries special renown. Royal Danish, the trade-name this maker's cheeses bear, is no figure of speech. Tholstrump has produced cheese for the royal family for generations. The trio include two-year old Kommenast, a cheddar-type cheese flavored with caraway seeds; Tilsit, a cheese that's somewhat similar to Port Salut in texture and flavor but possesses a scintillating savor all its own. Wrapped in aluminum foil, it will keep for a year. The final member of the Royal Danish trio is Gorgonzola, two years old, that offers convincing proof of Tholstrump's special cheese-making skill.

A 2½-lb loaf of Port Salut costs $3.80, plus postage. All of the others named cost $1.60 per pound, plus postage (minimum shipment is two pounds). Rugbrod, whole-grain rye bread stays fresh two or three weeks, affords a delicious serving mate for all these cheeses. 45¢ for 2-lb loaf. All from Old Denmark, 155 E. 57th St., New York.

One of the most interesting and unusual cookbooks I've encountered in a long time is the "Mennonite Community Cookbook." Its author, Mary Emma Showalter, is herself a Mennonite and comes from a long line of Mennonite antecedents known for their culinary skill. The book carries the blessing of the Mennonite Community Association of Scottdale, Penna.

Many of the 1,400 fine recipes which are given in this book have never before appeared in print. Many are recipes that have been handed down by word-of-mouth fr generations from mother to daugh ter and have, heretofore, been use entirely from memory. The colle tion of traditional recipes has bee culled from all over this countr and Canada and each is an ou standing example of the sect's tast traditional cookery. It's heart simple food—the kind that wi prizes at country fairs. It's foo somewhat in the German manne but with a distinctive and wo derfully flavorful taste all its ow

Miss Showalter has edited th recipes and put procedures an measurements into the easy-to-us form of modern cookbooks. Th old-time cooks, Mennonite or n had a casual way with measur ments and directions and ofte took the latter so much for grante that they assumed any woma would know what to do with recipe's ingredients.

Each chapter is prefaced by i teresting, pertinent recollections the author to give you somethin of the human-interest story of Me nonite cookery. The recipes I tri made delectable eating.

The book costs $3.50. There also a de luxe edition with thum indexing at $4.50. From J. C. Wi ston Co., Trade Dept. 1010 Ar St., Philadelphia, Penna.

Postscript to the treatise on Ze Morestin in the June Pantry She News. Reports have come in, fro users, on all sorts of additional wa to use the unique product whi our informers have come upon their own adventuring. It seem to have a magical way of revitali ing frozen orange juice that's go dead and giving it a freshl squeezed flavor. It gives stra berries special goodness, and giv stews a wonderful fillip. Appa ently, Zest Morestin's flavor-shar ening magic isn't limited to frui and sweets.



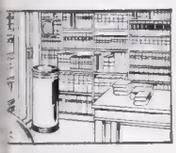
"Now our basement's the driest room in the house!"

says Earle Haney, Washington, D. C.

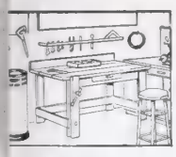
"Moisture and musty odor used to make our pine-panelled basement unusable during summer. But now – thanks to a Frigidaire Electric Dehumidifier – it's the driest part of the house. My family prefers to spend all available time there."

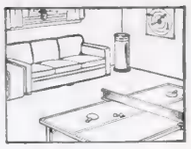


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FRIGIDAIRE Electric Dehumidifier

SUNDAY LUNCHEON ON THE TERRACE

CONTINUED FROM PAGE 92

the children have been asked on an all-day picnic. So they will not be disappointed that we can't play baseball with them.

On Sundays we have no help and it is difficult to get anyone just for Sundays to help with housework and cooking. So, as I want to enjoy the sun *and* the guests, I will arrange a menu that is simple and can be fixed the day before. Since the lobster dish, served in the new clam shells, will be the conversation piece, the rest of the luncheon can be unpretentious but delicious. I'll have a table for cocktails out on the terrace—with olives and nuts to nibble on. I'll have Cheese Fondue Janie, as the main course, which must be prepared the day before, for twenty-four hours in the refrigerator enhances its flavor. A salad of mixed greens with a French dressing and caraway seeds. Then a fruit dessert, with cake or cookies. This will be a fun luncheon, for it is so little trouble.

I order the lobsters from Johnny on the wharf for Saturday (I prefer them alive and to cook them at home), but cooked ones will do nicely. If you are too far away from the source of supply, I will give you a recipe later for this lobster bisque from tinned ingredients.

Lobster Bisque for 8

2	large lobsters (If small, order 3 or 4.)
8	cups water
1¾	cups dry white wine (Wente Sauvignon Blanc, Pinot Blanc, Beaulieu Vineyards Dry Sauterne, or Chateau Beaulieu)
1	medium onion, chopped
1-2	tablespoons vinegar (less if wine is very dry)
1	teaspoon salt
2	sprigs parsley
2	stalks celery with leaves
1	bay leaf
½	can tomato juice (S & W 18-ounce can)
36	soda crackers

After cooking live lobsters 20 minutes in boiling salted water with a half bottle of wine, take out, split, remove cord running down back of the tail part, and remove meat. Save the coral, rinse out the greenish liver and head, separate the shells, and remove the gills. Toss the well-washed shells into a large soup kettle. Mash the

(*Continued on next page*)



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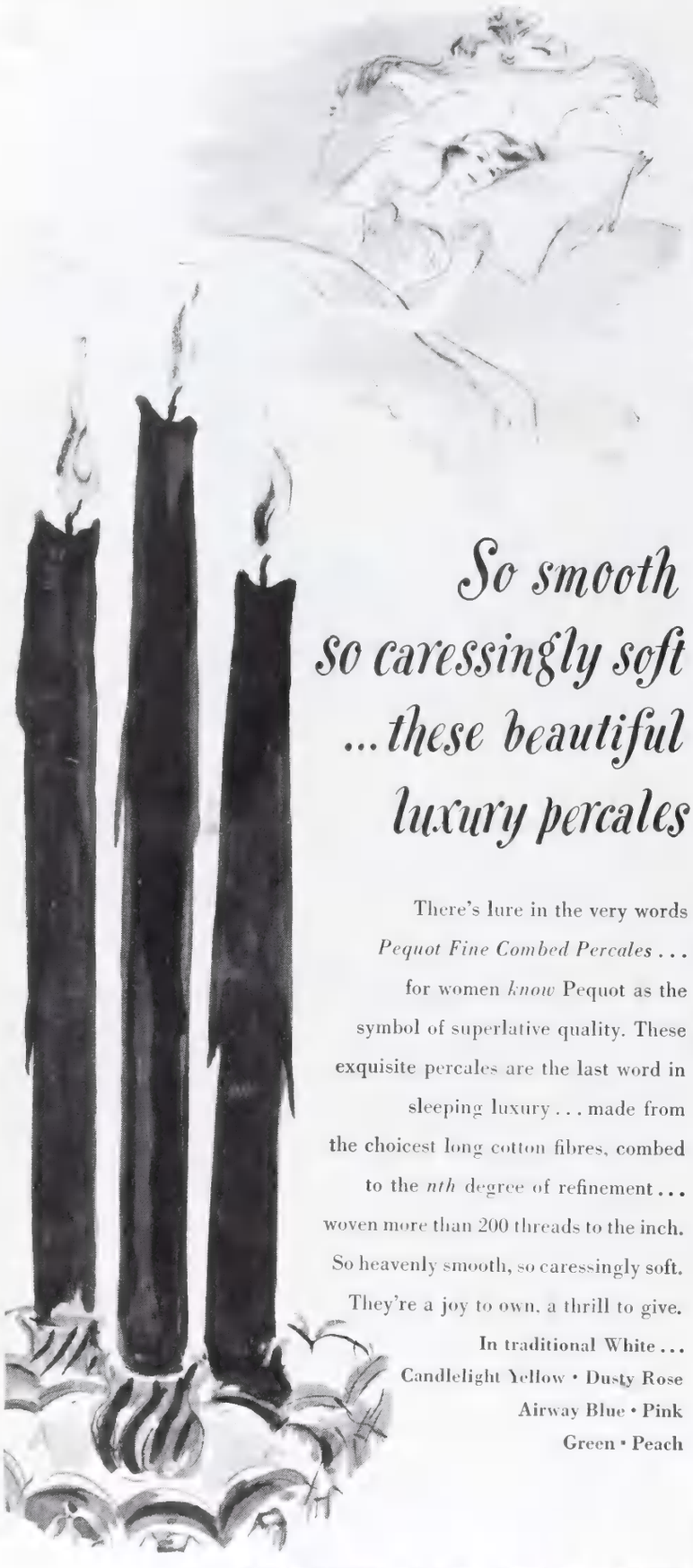
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SUNDAY LUNCHEON ON THE TERRACE

CONTINUED FROM PRECEDING PAGE

legs with a mallet and, if you have the large eastern lobsters, by all means take the meat out of the large claws. Over the lobster shells pour the eight cups of water, wine, vinegar, salt, celery, bay leaf, and parsley. Boil for an hour or more and strain. When cool, put in a covered container in the refrigerator. Also store the lobster meat in a covered container in the ice box. There should be between eight to ten cups of liquid for your soup.

Fifteen minutes before you are ready to serve the soup, open the tomato juice and put ¼ can in the electric blender and drop in the crackers until they are puréed. Pour out and repeat process. You might need to use the cold lobster broth as some of the liquid to blend in the crackers. The crackers thicken the soup and, as they are already cooked, you do not have to cook the soup very long, for you don't have to cope with that "floury" taste. Pour the tomato juice with the crackers and the lobster liquid in a pot and heat it to near boiling, drop in the lobster cut into big chunks and the coral and serve in your glamour shells.

On Saturday morning while you are brewing your lobsters, fix the cheese dish.

Cheese Fondue Janie for 8

- 8 slices stale bread
- 1½ lbs. good cheddar cheese grated
- 6 eggs, beaten slightly
- 2½ cups milk (more or less)
- 1 rounded teaspoon brown sugar
- ¼ teaspoon paprika (Spice Islands)
- 1 finely minced shallot or green onion or scallion
- ½ teaspoon dry mustard (Coleman's)
- ½ teaspoon Beau Monde seasoning (Spice Islands)
- ½ teaspoon salt
- ⅛ teaspoon Java Cracked Pepper (Spice Islands)
- ½ teaspoon Lea & Perrins Worcestershire sauce
- 1/6 teaspoon Cayenne pepper

The wonderful part of this dish is that it can be made the day before and also sit in the oven an extra twenty minutes in case your guests are late. (Oh, those men! Time means nothing to them out on the golf course.)

Slice the bread medium thickness, cut off the crusts, butter the bread and dice it, cutting the squares very small, about a quarte inch. Select one of your good-look ing flat casseroles, and butter well. Arrange the diced bread o the bottom, put a generous layer grated Cheddar cheese over it an then another layer of buttere bread squares. Put the remainin half of the grated cheese over th second layer of bread. Mix the dr ingredients together, pour the mil over them, mix well, and then ad the minced shallot or green onio the Worcestershire sauce and th lightly beaten eggs. Pour over th cheese dish and if there is n enough milk to barely see aroun the edges, add a little more. Cov with waxed paper in refrigerato

Two hours before serving, tak out of the refrigerator and let star for half an hour. Set it in a shallo pan with cold water in the botto put in a cold oven, and turn th heat on low both top and botto with the temperature set at 300° After an hour in the oven, yo might peek in and see if th Fondue is getting too brown, an if so turn off the top element. U the same cooking temperature an technique for a gas oven.

Salad for this kind of me should be really interesting. S get all the different kinds of le tuce you can find in the marke one of each kind. Wash thoroughl Dry by swinging the lettuce in tea towel. Put in a nylon bag an store in the refrigerator.

French Dressing with Caraway Seeds

- 1 teaspoon (rounded) brow sugar
- ⅛ teaspoon Java Cracked Pe per (Spice Islands)
- ¼ teaspoon paprika
- ¼ teaspoon caraway seeds
- ½ teaspoon Beau Monde se soning (Spice Islands)
- ½ teaspoon salt
- 1 tiny clove garlic
- 1 green onion, minced
- ⅓ cup white wine vinegar
- ¾ cup olive oil

Mash garlic and green oni in your mortar with the brow sugar, pepper, paprika, caraw seeds, Beau Monde, and salt. A vinegar and mix well. Pour in a two-cup glass or ceramic pitch and slowly add oil, stirring co stantly. Pour into a bottle, and is ready for use after 24 hours.

For dessert have your favor fruit or Peaches in Raspber Sauce. Friday night take out t

boxes of frozen raspberries to thaw. Saturday morning while the lobster liquid is cooling and after you have made the Cheese Fondue, swing into the dessert deal.

Peaches in Raspberry Sauce for 8

10 or 12 beautiful peaches
2 cartons frozen raspberries
4 tablespoons sugar
2 tablespoons peach brandy
2 teaspoons Kirsh (optional)

Take one carton of defrosted raspberries, put in a cup of water and whizz up in the electric blender. Drain through a very fine sieve into a saucepan. Repeat this process with the other carton of raspberries. Bring slowly to a boil and add the sugar.

Peel the peaches, one at a time very carefully, drop gently into the bubbling raspberry sauce and let stand two minutes. Place peach in the attractive bowl you will serve them in, and do another. After all the peaches have been poached, add the liquor, peach brandy, and Kirsch to the raspberry juice. Mix well and pour over the peaches. Cover the bowl of fruit and store in the refrigerator until ready for the luncheon party. If the berry juice becomes tired-looking, pep it up with a few drops of red food coloring.

Serve this dessert with Sesame cookies. If you make your own sugar cookies, when you roll them out to bake, scatter Sesame seeds on the board and on top and roll them in. I have a local baker make a rich butter cooky and add the Sesame seeds. They are delicious with fruit. They should be fairly small cookies, about an inch in diameter to heighten their daintiness.

Fix your little after-dinner coffee cups on a tray ahead of time. Also squeeze a cup of lemon juice and put in a covered bottle, for everyone might want a tall cool drink. It is so easy if you have the ice all ready. You make a smooth syrup for the drinks by putting a half cup of sugar in a heatproof glass cup. Then pour a cup of boiling water over the sugar, stir until dissolved, and put in a small pitcher in the ice box, and your luncheon is all set. Use as sugar.

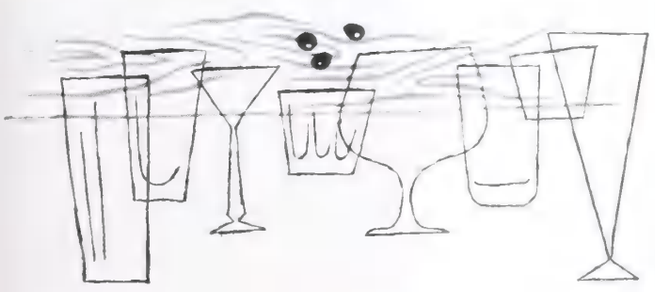
For those who are not fortunate enough to be able to get the fresh or frozen lobster, here is a recipe for:

Lobster Bisque from Canned Products

1½ cans S. & W. Tomato Juice (18-ounce can)
4 cans Snow's Lobster à la Newburg (8½-ounce cans packed by Snow Canning Co., Pine Point, Maine.)
2 cans Rock Lobster (5½-ounce cans, either Fanci-Food by Juilliard Fancy Foods Co., San Francisco, or Caribbean Queen, Habana, Cuba.)
1 rounded teaspoon white sugar
2 teaspoons brown sugar
⅛ teaspoon Java Cracked Pepper (Spice Islands)
1-2 tablespoons good dry sherry (Pedro Domecla Ina Sherry)
Freshly ground nutmeg
Dash of saffron
½ scant teaspoon salt

Put the lobster Newburg in a pan and slowly stir in the tomato juice. This thickened sauce on the lobster does not dissolve, so it has to be stirred to a smooth consistency without lumps. Stir in the seasonings of sugar, pepper, saffron, nutmeg, and salt. Open the lobster, add the juice to the sauce and heat. When the soup is hot, drop in the canned lobster in bite-size chunks and heat for one minute. Stir in sherry and serve in hot bowls with crackers. Grate nutmeg over each bowl and serve at once. (Incidentally, Spice Islands is bringing out the most workable nutmeg grater that I have ever seen, and it will save many a scraped knuckle.)

This whole menu is so easy to prepare and so simple to serve, you're sure to have a lovely time while you're being the hostess.





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Hightower Home, Showplace of Oklahoma, Enjoys Fine Modern Heat with Webster Baseboard Heating



Frank J. Hightower Residence, Oklahoma City. Architect: J. W. Hawk. General Contractor for remodeling: Smiser Construction Co., Oklahoma City. Webster Baseboard Heating installation by American Plumbing & Heating Company, Oklahoma City. Interior Decorator for remodeling: A. M. Adler, New York City.

Here is one of the finest residences in the entire Southwest, home of Mr. and Mrs. Frank J. Hightower, Oklahoma City banking family.

In 1949, the Hightowers selected Webster Baseboard Heating for their lovely home as part of an extensive remodeling and redecorating program. Before deciding on Webster Baseboard Heating, the Hightowers considered a number of other heating systems—some were new and untried, others impractical. None gave the promise of perfected Webster Baseboard Heating.

For the mild climate of Oklahoma City, Webster Baseboard Heating has a number of advantages. Mild heat is spread all along the outside wall of every room. There is no concentration of heat to cause discomfort or dry out furniture. Webster Baseboard Heating is clean heat. Floor to ceiling temperatures vary less than 2° — no baked dry air in the breathing zone.

Hidden Screen of Warmth

Webster Baseboard Heating is forced circulation hot water heating installed behind a specially-designed metal baseboard. Air enters at the floor line, passes over copper heating element, is warmed and flows out of the top of the baseboard, supplying constant, even circulation.

Webster Baseboard Heating—first in the field of true perimeter heating—has been proven in service in more than 12,000 installations. New homes and modernization. It is an outstanding post-war development of a leader in the heating field since 1888.

Booklet "Questions and Answers about Webster Baseboard Heating" and descriptive literature on request.

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Webster
BASEBOARD HEATING



PHOTOGRAPH BY MAYNARD PARKER

It is not a new idea to use tile in a bathroom, but it is new to take advantage of tile's colorfulness and smooth finish to surface the conveniently broad counters of a lavatory. Storage cabinets are built in underneath. Lavatory, American Radiator and Standard Sanitary Corp.

THE "CAUTIOUS" PACE-SETTER

CONTINUED FROM PAGE 99

The following list of building materials and home furnishings were used in HOUSE BEAUTIFUL'S Pace-Setter house which appears on pages 94-99. The house was built by the David D. Bohannon Organization and decorated by W. & J. Sloane, San Francisco.

LIVING-DINING ROOM

Furniture: Small dining table, china cabinet and chairs, Drexel Furniture Company, Drexel, N. C. Drum table, dropleaf and coffee tables, The Weiman Company, Rockford, Ill. Breakfront, W. & J. Sloane, San Francisco, Calif. Book table, Heritage-Henredon, Morganton, N. C. Occasional chair, Grand Ledge Furniture Co., Grand Ledge, Mich. All upholstered pieces, W. & J. Sloane, San Francisco, Calif. Half-circle credenza, William A. Berkey, Grand Rapids.

Floor Covering: Green frie rug, Alexander Smith & Sons Ca pet Co., Yonkers, N. Y. "Smoot edge" tackless installation, T Roberts Company, Los Angele California.

Fabrics: Nylon frieze on sofa, M. Hexter, New York, N. Striped fabric, Cohn-Hall-Mar New York, N. Y. Draperies, Loun Hand Prints, San Francisco, Cal Metalassé on wing chair and di ing chairs, Cheney Bros., N York, New York.

Lamps: Abels Wasserberg a Paul Hanson, New York, N. Y.

Art: Over mantel: "Isabella" Alexander Brook, and "Standi Angel" wooden sculpture by Kagen. Over half-circle credenz "Somber House" by Frederick Ol stead. On coffee table: stone bi sculpture, artist unknown. "Vi

Point Richmond" by Thomas ayes. All courtesy of San Fran-co Museum of Art.

MASTER BEDROOM

urniture: Chair-back beds and ght table. Heritage-Henredon, rganton, N. C. Writing table, lonial Desk Co., Grand Rapids, ich. Black lacquer chair, Grand dge Furniture Co., Grand Ledge, ich. Serpentine front chest. Hen-lon, Morganton, N. C. Mat-sses, Serta Associates, Inc., Chi-go, Ill. Slipper chair, W. & J. oane, San Francisco, Calif.

loor Covering: Velvet broad-om rug. Hardwick & Magee Co., iladelphia, Pa.

brics: Ninon, Celanese Corp. America, New York, N. Y. aperies, "Oriental Trees." Lou-Hand Prints, San Francisco, lif. Bedspreads, Greeff Fabrics, ., New York, N. Y. Valance l slipper chair fabric, D. N. & Walters, San Francisco, Calif.

mps: Abel-Wasserberg and l Hanson, New York, N. Y.

rnations: Courtesy of Colorado rnation Growers Association.

t: Over bed: "Gloria" by Alex-ller Brook, courtesy of San Fran-co Museum of Art. Side of dresser: Two dry point aquatints: Rigaud's "French Riviera Village"; and the other by Trejus, courtesy of Raymond & Raymond, San Francisco, California.

GIRL'S ROOM

Furniture: Antique white French Provincial bed, chest and night table. Drexel Furniture Co., Drexel, N. C. Upholstered chair, W. & J. Sloane, San Francisco, Calif. Black lacquer chair, Grand Ledge Furniture Co., Grand Ledge, Mich. Serta mattress, Serta Associates, Inc., Chicago, Ill. White plastic radio, General Electric Co.

Floor covering: White hearthstone rug, Amsterdam Textiles, George Mallinson, New York, N.Y.

Fabrics: White linen bedspread, Victoria Fabrics, New York, N. Y. Organdy curtains, Craig Mfg. Co., New York, N. Y.

Wallpaper with matching fabric: A. L. Diament, New York.

Carnations: Courtesy of Colorado Carnation Growers Association.

STUDY-GUEST ROOM

Furniture: Loveseat-bed, Simmons Company, New York, N. Y. Black lacquer chair, Grand Ledge

(*Continued on next page*)

DRAWING BY GEORGE COOPER RUDOLPH



This triply busy room, shown also on page 96 functions as dining, guest, and music room—a taken-for-granted modern use of space though the look of the room is traditional. The mahogany Magnavox radio-record player, called "American Traditional," also stores records.



Church Pearl Seat
No. 840 in Coral

The woman who chooses well

She selects her crystal with a knowing eye for beauty, quality and workmanship . . . as she does everything in her home. And she never forgets the importance of the less obvious things. She has a Church Seat in her bathroom. Blending subtly with the smart color scheme, its beauty is a compliment to her good taste . . . its unmistakable quality confirms her good judgment. The name "Church" stamps it beyond question as the best . . . the standard by which all others are judged.

Church Seats
"THE BEST SEAT IN THE HOUSE"

Church Pearl Seats (like the one illustrated here) come in a choice of 17 rich tints, soft pastels, black or white. At better plumbing stores everywhere.

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For the room most personally yours . . .

MODERN

that adapts itself most distinctively to your special needs . . .

ALBERT MODERN

Typically Albert: all-new functional headboard . . . spacious triple dresser. Bedroom shown, in Heather Walnut or Cordovan Mahogany Albertone finish.



Send 10¢ for booklet, "Designing Your Modern Bedroom," Dept. HB

On display in your city's leading stores.

ALBERT

FURNITURE COMPANY

Shelbyville, Indiana

THE "CAUTIOUS" PACE-SETTER

CONTINUED FROM PRECEDING PAGE

Furniture Co., Grand Ledge, Mich. Upholstered pieces, W. & J. Sloane, San Francisco, Calif. Two-drawer sewing table, Kent of Grand Rapids, Mich. Nest tables, Heritage-Henredon, Morganton, N. C. American Traditional radio-record player, The Magnavox Company.

Floor covering: Sand-colored twist, Alexander Smith & Sons Carpet Co., Yonkers, N. Y.

Fabric on loveseat-bed: Oken Fabrics, New York, N. Y.

Lamps: Lightolier, Inc., Jersey City, N. J.

Art: Over small sofa: "Still Life" by Anne Bremer. "Madam Quitic, Concarneau, Brittany" by Murray Hoffman. All courtesy of San Francisco Museum of Art.

HALL

Art: "Mining Activity" by John Haley, and "Flowers" by Fred Sexton. Both courtesy of San Francisco Museum of Art.

TERRACE

Furniture: "Leisure" group, Brown-Jordan Co., Pasadena, California.

Epicure Rustic China: Shenango Pottery Company, New York.

CONSTRUCTION MATERIALS

Foundations: Concrete, Portland Cement Co., Chicago, Ill. Reinforcement, Columbia Steel Company, San Francisco, Calif.

Interior Wall Surfaces: U. S. Plywood Corp., New York, N.Y.

Roofing: Pioneer building paper. The Flintkote Co., New York, N.Y. 4-ply felt, Johns-Manville, N. Y. C.

Flush Panel Doors: Pacific Mfg. Co., Santa Clara, California.

Paints: "Colorizer," Walter Boysen Company, Oakland, Ca

Hardware: Schlage Lock C San Francisco, California.

Plumbing Materials: Steel pi Wheeling Steel Corp., Wheeli W. Va. Pipe fittings, Stockh Valve & Fitting Co., Birmingh Ala. Soil pipe and fittings, Ri mond Foundry & Mfg. Co., Ri mond, Va. Copper water tubi Mueller Co., Decatur, Ill. Ba room fixtures, W. A. Case & Mfg. Co., Buffalo, N.Y., and K ler Company, Kohler, Wiscon

Insulation: Wall sheathing C tex Corp. Chicago, Ill. Ceiling sulation, Richmond Rock Wool Richmond, California.

Door Chimes: Nu Tone, I Cincinnati, Ohio.

Electrical Wiring: Multibrea panels, Bulldog Electric Prod Co., Detroit, Mich. Main ser equipment, Meyers Safety Sw Co., San Francisco, Calif. Ou boxes and fittings, Steel City E Co., Pittsburgh, Pa. Wire cable, Hazard Wire Rope Div American Chain and Cable, Bri port, Conn. Metal conduit, Tria Conduit & Cable Co., New Br wick, N.J. Receptacles, Arrow-H & Hekeman Elec. Co., Hartf Conn., and Harvey Hubbell, Bridgeport, Conn. Switches, Br Electric Co., Bridgeport, C and Arrow-Hart & Hekeman E Co., Hartford, Conn.

Heating System: Wyand furnace, American Radiator Standard Sanitary Corp. Regis Hart & Cooley, Holland, Mich

Finish Flooring: Glazed Pomona Tile Mfg. Co., Los geles, Calif. Cement coloring, R off & Company, Los Angeles, C



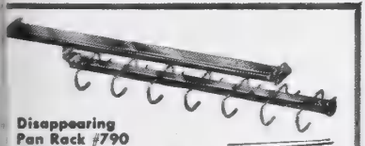
NOW... a cure for CLUTTERED KITCHENS



New KITCHEN K-VENIENCES

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It's fun to install K-Veniences! A few minutes with a screwdriver and they're ready to use!



Disappearing Pan Rack #790
Holds 14 utensils, glides in and out at a touch! Easily attached under cupboard shelf.



Disappearing Towel Rack #793
Towels slide out for easy selection! 4-bar model can be mounted under shelf; 3-bar model fastens to either side wall.

Over Door Hanger #1199 — Fits over doors up to 1⅜" thick. Requires no fastenings! Ideal for freshly ironed clothes.

Double Prong Utility Hook #1198— Sturdy and practical. Holds brooms, dust mops, garden tools—even tennis rackets!

Extension Rod #753—Pulls out to 10" length to hold freshly ironed clothes. Installs on kitchen cabinet.

ASK FOR K-VENIENCES BY NAME AT YOUR FAVORITE HARDWARE OR DEPARTMENT STORE

for you! FREE! "*Kitchen Magic*"—*a folder showing how you can make the most of your kitchen with K-Veniences! Write for your copy—today!*

KNAPE & VOGT MANUFACTURING CO.
Dept. H-90 Grand Rapids, Mich.

RUFFLES WITHOUT WORK

The current good news in curtains is that you can have them wider and fuller than ever with far less upkeep care

CONTINUED FROM PAGE 90

Since we have not yet attained the millennium, there is no such thing as a completely indestructible, thoroughly maintenance-free window curtain. But who's complaining?

Compared with what used to go on in the days of boiled starch, curtain frames, and/or the hours over a hot iron, today's curtains are the least of a housekeeper's worries.

This should come as particularly pleasant tidings to the increasing population of homeowners whose windows are no longer mere openings in walls but glass walls in themselves, requiring to be decently covered by night and sometimes by day.

Curtains must still be washed. But if you stop to think about it, even their generally easy, shrinkless washability is a step in a carefree direction from the old-time business of having to have them dry-cleaned or risking all sorts of calamitous effects from laundering.

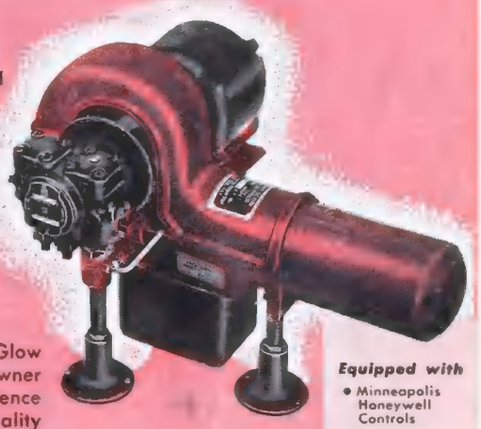
The really heartening news, however, is the restful trend toward fabrics which need not—and in one case cannot—be ironed. This no-ironing clause applies especially to Fiberglas (see on page 90 how well groomed the ruffles of an unironed curtain can be), nylon, and Orlon. These last two are sometimes improved by a touching-off with an iron at the hemlines, but for the most part the laundering process consists of dunking, rinsing, and hanging back at the window to dry. It is true of all these that by the very nature of their smooth, rodlike fibers, they tend not to acquire soil and stains easily. They shed water, so aren't likely to go as droopy as the weather on humid days. They also shed dirt readily in the washing process. To date, Fiberglas and Orlon are the least prone of any fabric to sun deterioration.

Incidentally, Fiberglas curtains as of 1950 should not be confused with earlier products of the same name which used to buckle, bend, or practically stand alone instead of draping luxuriously as curtains should. Now, through a process which gives the fibers a silky softness, they hang softly, in lush folds.

(*Continued on next page*)

NOW YOU CAN AFFORD TO CONVERT TO OIL!

with SILENT GLOW



Lower first cost!

In a class by itself, Silent Glow offers the thrifty homeowner the comfort and convenience of oil heat with a top quality burner . . . *priced amazingly low.* Backed by a reputation of more than 25 years of reliability, Silent Glow Burners are *fully guaranteed.*

Equipped with
- Minneapolis Honeywell Controls
- Westinghouse Motor
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Lower service cost!

When service is required, it can be handled easily, quickly. One-piece top, automatically aligned parts, and simplified engineering save service time . . . and once serviced, Silent Glow Burners stay serviced!

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Burns inexpensive 100% catalytic cracked No. 2 fuel oil, efficiently, cleanly . . . with *whisper-quiet operation.*



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The world over...

Silent Glow Burners have an enviable reputation for the finest... they are installed in the homes of royalty from the Nile to the Scandinavian Peninsula, where quality is the only standard of choice... in homes from Maine to California, where quality *plus* economy are the important considerations.

THE MOST COMPLETE LINE OF CONVERSION OIL BURNERS IN AMERICA

Those Who Know Choose SILENT GLOW OIL BURNERS

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Taperlite* CANDLES

● Gentle manners and the gracious little ceremonies that enrich living are our heritage from the past . . . symbols of civilization in its finest hour.

● That's why women, and especially the mothers . . . natural conservers of the aesthetic values of the race . . . strive to perpetuate them for their civilizing influence on the lives of the children.

● So, tonight at dinner . . . and every night, no matter how simple the menu . . . let beauty reign. Light the Taperlites . . . and in their magic glow, pass on the traditions of a heritage of gentle breeding.

Be Sure! Look for the *New* "Two-Pack"

Recognize genuine Taperlite candles by the distinctive and convenient "Two-Pack" . . . each contains one pair of Taperlites.

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Exclusive Firm-Fit end keeps Taperlites from tipping

Choose From Lovely Taperlite Colors

WILL & BAUMER
Candle Co., Inc., Syracuse, N. Y.
Candle Craftsmen for Nearly 100 Years

RUFFLES WITHOUT WORK

CONTINUED FROM PRECEDING PAGE

Curtains are usually in marquisette weaves, in white or fragile-looking pastel colors, but they are also being woven in heavier, more complex weaves for casement cloths, and are frequently printed in decorative patterns. Most people need to be reminded, though, that Fiberglas wears best when it's hung on a stationary rod. On a traverse rod, the constant abrasion of opening and shutting the curtains may weaken the glass fibers.

The chemical people have been coming up with surer, improved dyes for nylon, so you can now find that fine stuff in a great variety of pretty vivid colors. It is also being finished to have a more lasting crispness. The cautious word is still to use fabrics woven of lustrous yarns at windows, for dull-lustre yarn, although it makes up into some mighty handsome, gauzy effects, doesn't withstand the sun's scorching rays very well. Nylon keeps its shape best when it has been heat-set during the manufacture of the fabric. On this subject the consumer has no one's word to go by but the shopkeeper's. Or you can reassure yourself that a reliable store will stock only that nylon which has been properly set. In any case, ask about this.

Orlon you will be seeing in increasingly generous quantity now that more of this tough, sun-resistant, weather-resistant yarn is being made. It is showing up at the moment in tailored marquisette commercially made curtains, but the yarn itself is said to be so strong and so amenable to experimentation on mechanical looms that there's no telling what Orlon's future holds.

And speaking of the future, certain new synthetic fibers are destined to increase its carefree quality. Specifically, these are duPont's Fiber V and Chemstrand's new fiber on which final experimentation is still going on.

Even the curtains which definitely do require ironing are actually easier to launder than former curtains ever were. Cottons, rayons, and combinations of both have been given finishes which incline them to shed soil easily, to wash amiably, and to keep their crispness and shape through lots of laundering, needing no starching and no stretching on those murderously needled frames which used to be standard equipment in every

This FIREPLACE warms the whole room-even adjoining rooms!



CIRCULATES HEAT

● Build your fireplace around the Heatilator* Fireplace unit and enjoy the cheer of an open fire *plus* cozy warmth in every corner of the room. The Heatilator Fireplace saves heat usually wasted up the chimney. Draws air from floor level, heats it, and circulates it to warm all the room and even adjoining rooms.

Will not smoke

It's a scientifically designed form, complete from floor to flue, around which any style fireplace can be easily built. It assures correct construction, eliminates common causes of smoking.



Ideal for basement recreation rooms



Makes summer camps usable months longer

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Substantial savings in labor and materials make a Heatilator Fireplace cost little or nothing more than an ordinary fireplace.

Proved by 23 years use

Your fireplace is a long term investment. So make sure you get the one fireplace unit that has proved itself for 23 years. Look for the name "Heatilator" on the dome and damper handle of the unit you buy. Accept no substitute. See it at leading building material dealers everywhere. Mail Coupon today!

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Please send free booklet showing pictures and advantages of the Heatilator Fireplace.



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house with respectably dresse windows. The Bellmanized finis on organdies, voiles, lawns, and c appliquéd and embroidered cotto sheers is a particularly happy e ample of this sort of finish. Fi ishes like Wat-A-Set, Sheerse Sabel, and Saylerized help to kee down the upkeep problem on ma quisettes.

Actually, none of the finish is red-hot news. We've been repo ing them, or finishes like ther since 1942. What *is* news is th they are now so generally d manded that there's hardly a pla on the market for a commercial made curtain which doesn't boa a special finish. Which just sho you what can happen when co sumers demand progress from ma ufacturers. So keep on demandin

QUITE A YOUNG LADY

CONTINUED FROM PAGE 116

Here is a list of merchandi used in refurnishing the gir room shown on pages 112—116:

Furniture: Chests, vanity, a mirror, S. R. Hungerford Co., In Memphis, Tenn. Round mahoga table, B. Altman & Co., New Yo New York. Motorola Televisi Galvin Manufacturing Corp., C cago, Ill. RCA Victor record pla er, RCA Victor, Camden, N. Springs and mattresses, Eclip Sleep Products, Inc., Brookly New York.

Floor Covering: Wunda We rug, Belrug Mills, Inc., Greenvil South Carolina.

Fabrics: Boltaflex vinyl sheeti used on chairs, Bolta Produ Sales, Inc., Lawrence, Mass. other fabrics, Atkinson, Wade Co., Inc., New York, N. Y.

Accessories: Seth Thomas Clo General Time Instrument Co Thomaston, Connecticut. Gre lamps and shades, Warren Kessl Inc., New York. Extension la on wall, Herman Miller Furnit Co., New York. Enlarged tume prints, courtesy of the P pont Morgan Library, New Y Glass Domes, The Keepnews New York. Miniature Hats, F.A Schwarz, New York, N. Y. Mo dress form, Apex Model Form New York, N. Y. Dressing ta ornaments, Shelley Marks, N York, N. Y. Brass dishes, Cla Sperling, New York, N. Y.

Radiator: American Radia and Standard Sanitary Corp., Pi burgh, Pennsylvania.

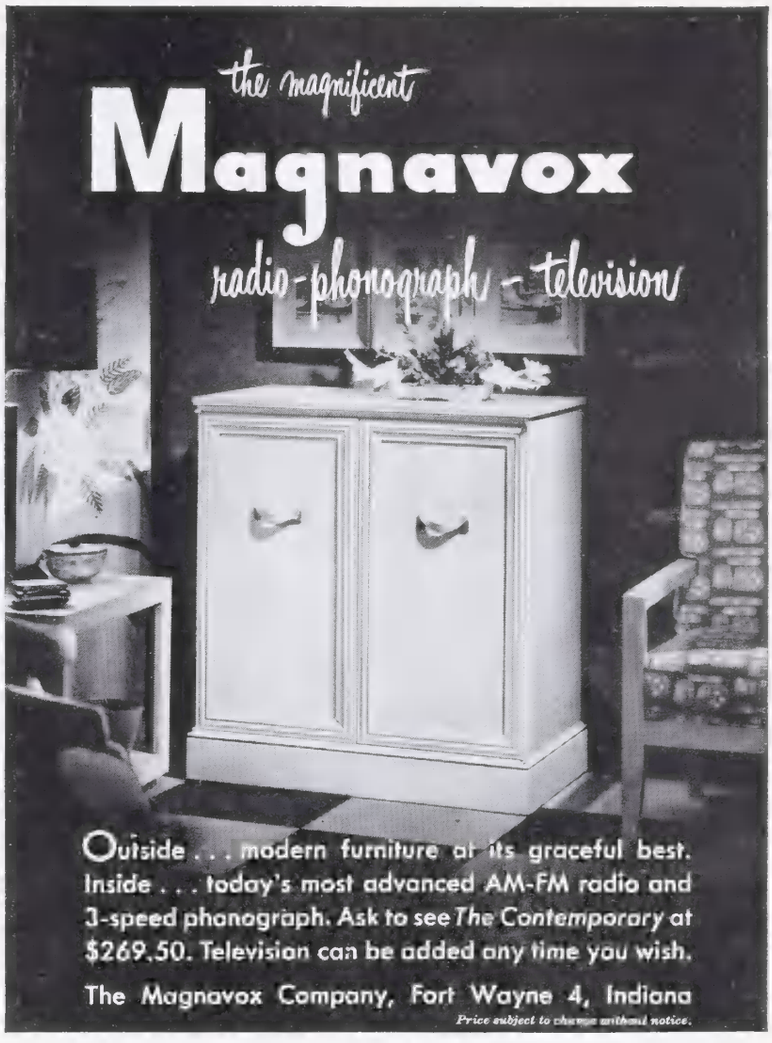
PACE-SETTER HOUSES ON EXHIBITION

HOUSE BEAUTIFUL'S three Pace-Setter houses (one shown in detail in this issue and two published last June and July) are in Hillsdale, San Mateo, California.

When The Pace-Setter houses will be on exhibition through September 27, 1950. They will be open daily (including Sunday) from 10 A.M. to 6 P.M.

Where Exhibition houses are on the corner of Hillsdale Boulevard and Alameda De Las Pulgas in Hillsdale, San Mateo, Calif.

How to get there From San Francisco follow Bayshore Highway (Highway 101) or El Camino Real (Alternate Highway 101) for 20 miles to Hillsdale. Turn right on Hillsdale Boulevard and follow this to Alameda De Las Pulgas where the Pace-Setter houses are located.



ee the New Hungerford 18th Century in solid Honduras Mahogany



Distinctively restyled for even greater beauty

Now, Hungerford 18th Century in solid **Honduras** mahogany, America's most popular bedroom group, is a greater value than ever before. All dressers and chests feature free-sliding, dust-proof drawers that glide easily under all weather conditions, handsome antique brass finish reproduction pulls, smooth, roomy interiors and beautiful, long lasting, easy-to-clean hand rubbed finishes. And now, Hungerford 18th Century is further enhanced by new decoratively reeded corner posts, firmer, broader legs and heavier tops, gracefully molded. Add new glamor to your home with an ever-popular style . . . for a price well within your budget. See Hungerford solid Honduras mahogany in open stock at finer stores everywhere. Write today for free booklet. Dept. A-9.

Solid Mahogany by
Hungerford, Memphis

To a mother whose teen-age daughter wants a room of her own



No conflict between big sister and little sister—thanks to the "Modernfold" movable wall. And see how the smaller "Modernfold" door at the bedroom opening actually creates more space for living. No area required for door swing! Every square inch is usable.

Mother, if you have a growing daughter who wants a secluded spot in which to study . . . a private nook for teen-age get-togethers . . . It's easy to give her that room of her own . . . with a beautiful "Modernfold" accordion-type door.

a "movable" wall! You see, Mother, a large "Modernfold" door is actually a "movable wall" . . . a natural for dividing a large bedroom into two smaller ones! There will be cozy privacy . . . and whenever you need to use the rooms as one . . . fold the door quickly and easily against the wall.

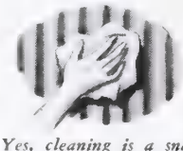
save space, too! And do you want more floor and wall space for placing furniture . . . hanging pictures . . . for happier, roomier living? Then, consider smaller "Modernfold" doors throughout the house in place of space-wasting swinging doors. "Modernfold" doors save about 8 square feet . . . because they don't swing—they fold like an accordion.

and so easy to own! Best of all, is the common-sense price! You'll be delightfully surprised how little it costs to make two rooms out of one . . . create more space for living. Get full details today. Look in your classified telephone book under "doors" for our installing distributor. Or mail coupon.

Beautiful, Durable Easy to clean



See the hidden, rigid frame of steel. No wonder a "Modernfold" door gives you smooth, worry-free service . . . year after year.



Yes, cleaning is a snap! Just use soap and water—and the vinyl covering remains lovely and lustrous. It's fire-resistant—will not crack, peel or fade. It comes, incidentally, in a variety of gorgeous decorator's colors . . . to blend with any color scheme.



the door that folds like an accordion

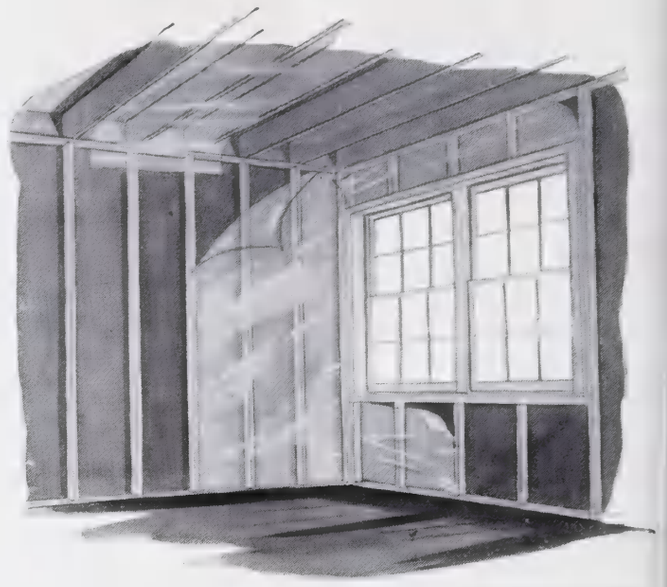
modernfold

by NEW CASTLE

Sold and Serviced Nationally

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New Castle, Indiana
In Canada: Modernfold Door Company of Canada, Limited, Montreal

NEW CASTLE PRODUCTS
P. O. Box 725, New Castle, Indiana
Gentlemen:
Please send me your new folder, "What a Beautiful Way to Save Space."
Name.....
Address.....
City.....State.....



DRAWING BY VINCENT FURNO

Moisture-proof, fire-resistant, long-lived, and tough, the plastic vapor barrier in this house is stapled directly onto studs before plaster is applied. Since it comes in several widths and thicknesses, whole houses can be wrapped in it with few seams.

THE PHILADELPHIA STORY

CONTINUED FROM PAGE 124

This was done by designing each element—walls, floors, windows and mechanical equipment—for performance as well as for appearance.

A climate-wise structure

The concrete that melds this house into the earth—and helps give you trouble-free storage space in the basement—is from the Atlas Portland Cement Co., N.Y. Open-web steel joists from the Truscon Steel Co. of Youngstown, O., make possible the free circulation of heated air between floor and ceiling. (See sketch at bottom of page 125.) All wood sills are "Wolmanized" against decay and termites, by the American Lumber and Treating Co., Chicago, Ill.

Plywood for exterior wall surfacing comes from a local member of the Douglas Fir Plywood Association, Tacoma, Wash. The fieldstone that gives this house its native Pennsylvania quality is quarried right in Pennsylvania, and the cross-section on page 125 shows you how to use it.

Interior walls of all baths and the kitchen are surfaced with Vitrolite structural glass by Libbey-Owens-Ford Glass Co., Toledo, O. Other walls are of plaster, from U.S. Gypsum Co., Chicago.

All bedrooms are floored with Kencork cork tile—the kitchen and baths with Kentile asphalt tile —both by David E. Kennedy, Inc. of Brooklyn, N.Y. Oak floo elsewhere is by the E. L. B Co., Memphis, Tenn.

How moisture and heat were mastered

Where summer heat is a p lem, surface your roof to re the sun. Here it's done wit glare or that "industrial" look, ing embossed aluminum roofin the Reynolds Metals Co. of L ville, Ky. Aluminum was spec also for all flashing, gutters, downspouts.

Where year-round humidity stitutes a problem, include in walls a moisture barrier to pre water vapor from sneaking thr the pores, condensing wi walls. The sketch at top of page shows how this hous wrapped in Visqueen, produc the Visking Corp., Terre H Ind. Another essential ba —thermal insulation—is ac plished with batts of Fibe insulation from the Owens-C ing Fiberglas Corp., Toledo, w acoustical tile was also use surface the ceiling and soak the kitchen clatter.

Traditional double-hung dows are by Curtis Compa Clinton, Ia., glazed with L window glass. Libby-Owens- Thermopane forms the south ing insulated glass wall. P insect screening, which forms outermost layer of south wa

ade by Lumite Div., Chicopee fg. Corp., New York. All weath-stripping is by the Chamberlin o. of America, Detroit, Mich.

eating, cooling, ventilating

The boiler that keeps this house rm as toast, and incidentally events ice and snow in the en-way, is by the Fitzgibbons iler Co., Inc. of New York. Hot-ter circulation is monitored by ntrols from Bell & Gossett Co., rton Grove, Ill., as commanded thermostatic controls from the nneapolis-Honeywell Regulator ., Minneapolis. Built into the dy wall is a Chrysler Airtemp m air conditioner, by Chrysler rp., Dayton, Ohio, which supplies the dehumidifier which keeps everything snug and dry in the basement storage room. The Ilg Electric Ventilating Co. of Chicago makes the fans we specified for attic ventilation and kitchen exhaust. All paints were manufactured by the Martin-Senour Co. of Chicago.

Plumbing, lighting, electrical wiring

Bathroom plumbing fixtures are from the Kohler Co., Kohler, Wis., connected to wrought-iron pipes from A. M. Byers Co., Pittsburgh. All lighting fixtures are from Lightolier Co. of Jersey City, N. J., with electrical wiring by General Electric Co. of Bridgeport, Conn.

BLUEPRINT FOR A LADY

CONTINUED FROM PAGE 118

Now, to me all this is typically redible, because when first I t her six years ago, June Scott s June Waters, and she was wn as a party girl, which sim- means that she liked to attend ties. Whenever one of the town's helors wanted to spend a few re hours in the shade of a nde, he'd choose June. When-r an aircraft tycoon decided to ertain influential Army officers 'd phone June. She was the ennial Escort of visiting fire-n. She seemed always available, . on these frequent occasions of sculine demand, she would trot to Ciro's or the Mocambo, ssed in a gown which fit like a burn, and she would dance, le, talk, and proceed to drink escort under the table.

t the Rudolph Haines party, example, she did exactly that ne. Rudolph was my producer because I was new in Holly-d at the time, he got me a date June. I shall never forget the k of first sight. She was wear-a midriff evening dress which drawn with spectacular tight-around her curved extensions. was heavily perfumed. She too much gold jewelry. Eye-es and fingernails were too lac-ed and too long. And when I her on the dance floor at Ciro's, snuggled up against me so ely that I expected the print of dress to come off on my white er jacket.

ver double scotches I learned she was thirty-one, weighed pounds, and had a convertible "which means, darling, that I change my hair at will from de to auburn to brunette." Just f I hadn't noticed!

She told me, after I solemnly promised not to laugh, that her real name was Clara Clapsaddle (honestly), and that she came from Racine, Wisconsin. I asked what she'd done back there—a question you are supposed never to ask in Hollywood—and she told me she used to model. Having visited Racine, I doubted that.

The more June talked, the more I drank, largely because her conversation was as interesting as a laundry list, and because I could stand neither her voice, which was brassy, nasal, and rasping, nor the trite and vulgar colloquialisms with which she punctuated her speech.

All of this is the truth, so help me! And that's why her metamorphosis, her growth into a position of prominence today is so amazing, so unbelievable.

The complete change in her development, in her character, in her manner, was brought about by a house, the same one she now occupies. But in telling you that, I'm afraid I'm getting ahead of my story. Let me stay in sequence and say that after the Haines party, I ran into June several times, mostly at the studio where she'd talked Rudolph into giving her a small part in our picture. As usual, she was loud and crass and vulgar. "When are we gonna tear a herring?" she'd ask, or, "You haven't soured on me, have you, angel?" or "How's my favorite character?"

A year later, by concentrating on the right men in the industry, June Waters became a big star, so big in fact that she was empowered to choose her own writers. Oddly enough, she chose me to punch up the script of "Advance on Ro-

(*Continued on next page*)

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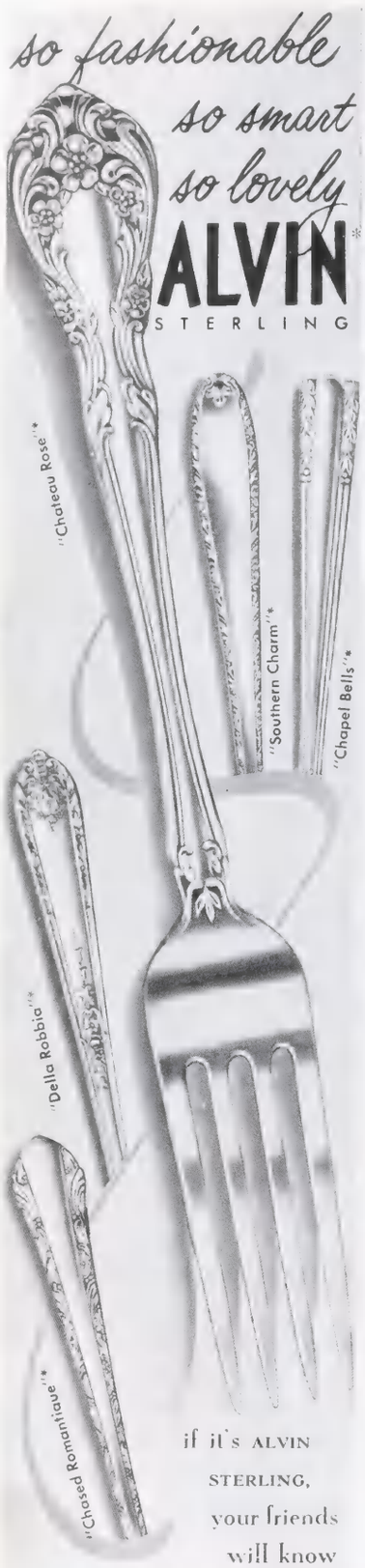


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*TRADE MARKS

BLUEPRINT FOR A LADY

CONTINUED FROM PRECEDING PAGE

mance," a movie especially dedicated to all the twelve-year-olds in the world. And it was while we were working on this, that she first brought up the subject of a house. She was tired, she said, of spending her life in apartments. She wanted to build a "real" home in Bel Air, one of the exclusive residential suburbs of Los Angeles. She asked if I knew a good architect, and I, chiefly to help the guy eat, recommended Alan Scott.

A tall, bony-faced, pipe-smoking bachelor of forty, Scott was the best architect I knew. He had built a small house for me that cost $5,000, and he really loved architecture. He had talent, integrity, and, unfortunately, very few clients. Most of the time, he worked for other architects, for the smooth personality boys who charm wealthy middle-aged women into building homes they don't need.

Scott's one passion in life, his one ultimate hope, was that some day he might earn enough money to build for himself a house on the plans of which he had labored 15 long years.

When I gave June his telephone number, I honestly never expected her to ring him, but ring him she did. I ran into Alan at the club a week later, and gratefully he told me about it.

"Know that house I've always wanted to build?" he asked. "Well thanks to you, I'm doing it for June Waters."

For a moment I thought Alan was kidding. But he obviously meant it.

"I don't believe it." I said. "I know June. She's the type that would go for a lot of glass brick and hot colors and blackamoor lamps. What the devil would she want with a house like yours?"

Scott grinned. "Matter of fact," he admitted, "she *didn't* want it. I want it. I want it so damn badly that I sold her on it. I told her the house would bring out her true, retiring beauty."

I put my hand on Scott's forearm and shook my head mournfully. "And to think," I said, "that I recommended you as an honest architect."

"I am," Alan insisted. "A few months after June Waters lives in that house, she'll become a lady."

The very thought struck me as outlandish and I laughed.

"I'm dead serious about that," Alan continued. "I have a theory about houses and people and I've seen it work. Take a tramp and let her marry into a good home and overnight she becomes the watchdog of the community's morals. Take June Waters and let her run a simple, unpretentious house and she'll lose her tough veneer like that." He snapped his fingers. "You know the story about Picasso and Gertrude Stein, don't you?"

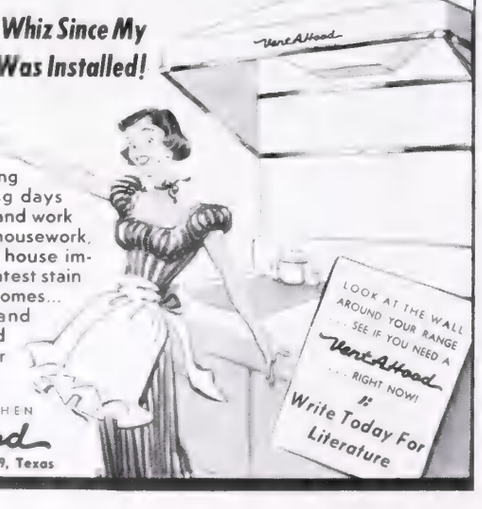
I said I didn't.

"When Gertrude Stein first came to Paris, Picasso painted her portrait. She was very proud of it and hung it in her living room. Friends of hers who saw it, however, were disturbed. They went to Picasso and said, 'Pablo, we've just seen that portrait you did of Gertrude. She doesn't look like that at all.' Picasso smiled at them. 'Never mind,' he said, 'she soon will.' "

Anyway, the house was started during the war. No sooner was the foundation finished than the Government forbade all private construction. No one could say when

(*Continued on page* 195)

Housekeeping's Been A Whiz Since My Vent-A-Hood Was Installed!



"Constant window washing and woodwork scrubbing days are over. Of all the time and work saving claims for easier housework, Vent-A-Hood keeps my house immaculate...free of the greatest stain and film menaces to all homes... cooking *grease, steam* and *odors*. The Vent-A-Hood kitchen cooking ventilator consumes them all."

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CINCINNATI
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CLEVELAND
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DENVER
Daniels & Fisher Stores Company
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DETROIT
J. L. Hudson Company

HARTFORD, CONNECTICUT
G. Fox & Company

LINCOLN, NEBRASKA
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LOS ANGELES
Bullock's

MILWAUKEE
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Ed. Schuster & Company, Inc.

MINNEAPOLIS
L. S. Donaldson Company

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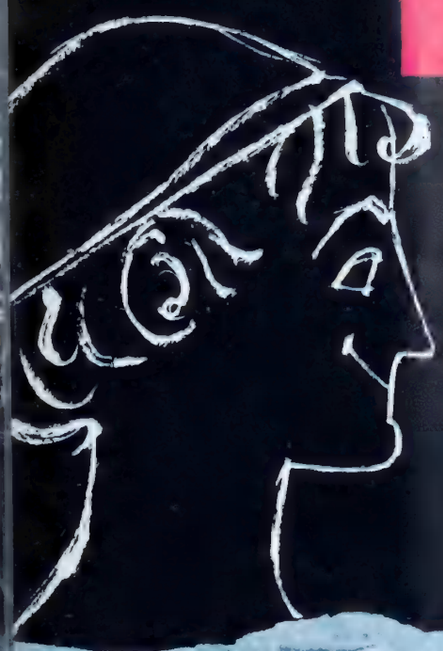
SPRINGFIELD, MASS.
Forbes & Wallace

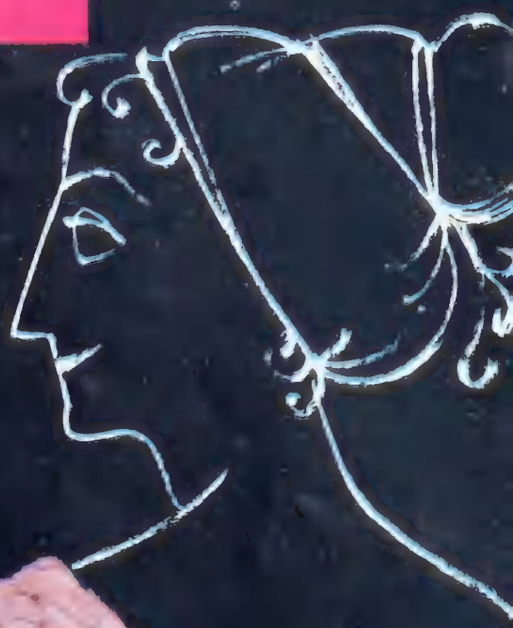
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It's chic to go Greek





Down from Mount Olympus comes a new idea in towels — one designed for the master, one for milady — and the twain locked together with a Grecian key. Cannon's own inspiration, of course — for this famous golden label marks the *freshest* towel fashions, the *finest* towels made. At leading stores — husky "Spartan," left; flowery "Athena," right, about $2.79. Colors? Petal Pink, Mimosa Yellow, Ming Green, Aqua, Grey Mist, Cherry Red, White. In complete ensembles, plus a toga-size bath sheet fit for the family god.

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Take It Easy, Lady!

Take advantage of new labor-saving equipment and improvements in old, and you won't be a slave to housework

by Charlotte Eaton Conway



If "thorough" is your middle name, cast your eye on Hoover's new Aero-Dyne tank cleaner. It has a "litter getter" rug nozzle with a floating brush on springs to get both surface and deep-down rt faster. Bristles are so trimmed that they toe into clinging surface ter, kicking it into suction stream. Cleaner has both conventional th bag, and disposable paper bag. Take your choice. And if you n out of paper bags, you can still use the cleaner. It can be red horizontally or on end, and won't fall over, takes little space.



ow you can cross off "defrost refrigera-" from your chore t. Westinghouse has me up with their new rost-Free" 9.6 cu. ft. rigerator. Without ention from you, it frosts so fast that cream and frozen foods stay hard. But safe temperatures stay unanged. You don't have to take everything out of the refrigerator. t it back again, or even empty defrost water—it's disposed of autotically. Secret is mechanical counter which starts defrosting mechism on 60th door opening, proved point when defrosting is needed.

(*Continued on next page*)



YOUR TOUCH WILL TELL YOU!

Kitchen Maid Cabinets are warm to the touch—friendly, livable, inviting. Like fine furniture, they're fashioned of wood for pleasant, comfortable living.

Tailored to your taste

—in friendly livable Wood

CHOICE OF 4 CABINET COLORS AND WHITE



Countertops of stainless steel, plastic or linoleum in colors.

EXTRA VALUES

Modern Flo-Line Styling
•
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Quiet, Rustless Aluminum Drawers
•
Quiet, Resinite Doors
Permanent Shelves for Safety
•
Many Work-Saving Accessories
•
Skilled Personalized Planning

This could be a show kitchen, but it isn't. It's a smart, livable kitchen of wood for up-and-coming women everywhere; may be duplicated or altered to taste by your own Kitchen Maid dealer. Behind its smooth, graceful surfaces are a host of glorious features. Abundant storage space where you want it. *Aluminum drawers* that slide easily and won't chip or rust. Resinite doors that open and close quietly. Solid shelves that protect fine china and glassware. Special units for trays, towels, food, implements.

Best of all, a wonderful Kitchen Maid kitchen can be yours at a price within your means. See your Kitchen Maid dealer for *free* planning help. For color booklet showing 10 model kitchens with plans send 10 cents with coupon below.

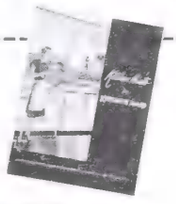
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Look for this sign in your dealer's window. It signifies his skill and recommends him to you as a member of the nation's oldest kitchen planning organization.

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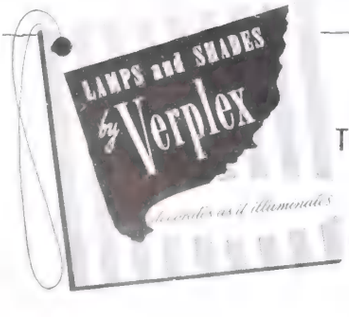
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TAKE IT EASY, LADY!

CONTINUED FROM PRECEDING PAGE



"Fluffy" clothes- that's an adjecti to dream about. Th dream really comes tru when clothes are was ed in the Apex Was A-Matic automat washer. And its "boun ing basket" is respo sible. Machine washes gently, spins wash water up and out of th basket, spray rinses while the spin continues, rinses twice more whi the basket "bounces" clear water through the clothes, spin dries, the fluffs and leaves clothes tangle-free. Takes 8 pounds dry clothes, us 24½ gallons hot water. Machine stops automatically when lid is lifte

DRAWINGS BY KELLY OECHSLI



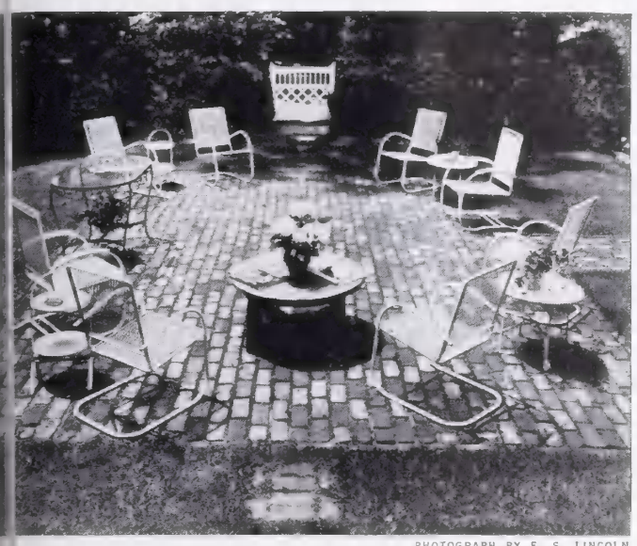
If hard water is one of your bugaboos, listen to this. Permutit has brought out a new water softener, within reach of every budget, and space-fitted to every house with room for a cylinder 9″ in diameter and 46″ high. Water from supply lines passes through plast lined tank filled with new bead resin water-softening element, givi treated water at every faucet in the house. Electrically regenerated, requires attention only about every two weeks, when you turn a swit add a bag of salt. Easily moved from rented homes or apartmen



Dishes washed in minutes flat—tha the latest miracle. A that's dishes for people. New Youn town dishwasher op ates on a new pr ciple. Water whi through holes in a v tical and revolving spindle, striking the tops of the dishes to wash fo particles downward. Thus dishes at the top are washed as clean those at the bottom. You can be sure of 180° hot water because o built-in booster heater. Dish baskets are so designed that glasses a cups are washed thoroughly both inside and out. Mullins Mfg. Co

(*Continued on page* 156)

How to avoid orn spots in the lawn



PHOTOGRAPH BY F. S. LINCOLN

ad of trying to cope with the worn spots that furniture will make our lawn, or the problem of how to mow around it, put an informal ce on your lawn like this one paved with brick. Lay the bricks bed of sand—a job you can do yourself. Allow the grass to between bricks, or spray it away with triple-strength weed-killer.

"This would be my hour..."

writes James Hilton about Vladimir Horowitz

"If by some dispensation a man born deaf were to be given hearing for a single hour, he might well spend the whole time with Horowitz. Indeed, when I listened to Horowitz for the first time it was almost like that—as if I had never really heard the piano before, as if the instrument itself had never known what it could do until Horowitz came along."—*James Hilton*

Have you heard Vladimir Horowitz play . . .
BEETHOVEN: MOONLIGHT SONATA
MOUSSORGSKY: PICTURES AT AN EXHIBITION
PIANO MUSIC OF CHOPIN AND LISZT

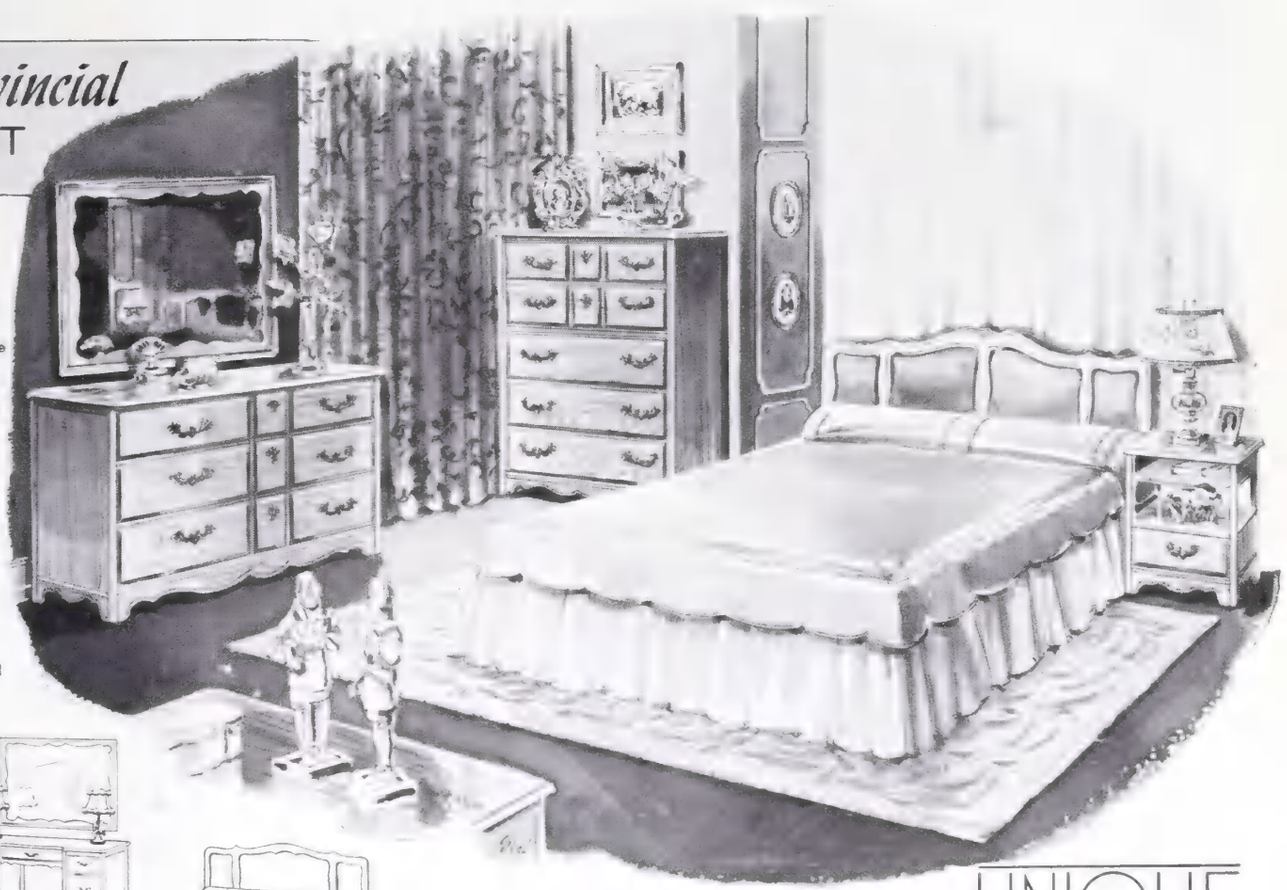
We have put together in a little book, titled "Words and Music," photographs of the world's greatest artists, together with word sketches by 36 famous authors. If you would like a copy, write RCA Victor, Record Department 208, Camden, N. J.

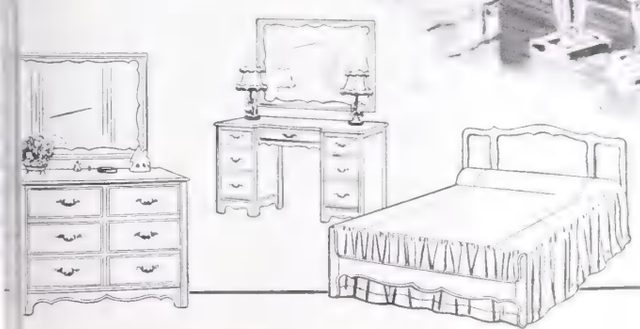


French Provincial
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FINISH

st—a bedroom group with rsonality all its own and in line with the latest trend ghter finishes. It is French incial made of selected white n a parchment-toned an- d finish with authentic solid French design drawer pulls ry easy to work with in any ior scheme of decoration, ding contemporary. A life- value at budget prices. red is the popular uphol- d double headboard Holly- l style bed . . . conventional le and twin size beds are able. Optional pieces are swer double dresser and le pedestal vanity.

for descriptive booklet and s of your nearest Unique er.





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Gas or Oil-Fired Winter Air Conditioner — Hi-Boy. Available in 7 models from 60,000 to 150,000 B.T.U. Lo-Boy Winter Air Conditioners (Gas or Oil) are available in 8 models from 100,000 to 210,000 B.T.U. capacities.

Home owners can now enjoy an amazing efficiency and greater fuel economy with Aerfire Combustion — Chrysler Airtemp's latest contribution to home heating. Aerfire Combustion provides an aerated flame — automatically controlled to burn gas, oil or coal scientifically.

Chrysler Airtemp's complete new line of home heating equipment couples the principle of Aerfire Combustion with modern, compact design to provide a new luxury in home heating with a new thrift in operation.

Act now for greater comfort this winter. Have your Chrysler Airtemp dealer show you the new Chrysler Airtemp heating units in capacities ranging from 60,000 to 630,000 BTU—for every type of fuel—for warm air, steam or hot water systems. See your Airtemp dealer or mail coupon today.

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AIRTEMP DIVISION OF CHRYSLER CORPORATION, Dayton 1, Ohio

In Canada: Therm-O-Rite Products, Ltd., Toronto

Airtemp Division of Chrysler Corporation, Dayton 1, Ohio

Gentlemen: Please send me information about the new Chrysler Airtemp heating units for my home.

I use Gas ☐ Oil ☐ Coal ☐ for Warm Air ☐ Hot Water ☐ Steam ☐

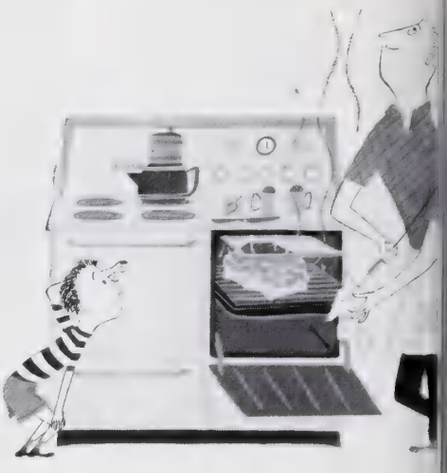
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Address_____

City_____ Zone_____ State_____

TAKE IT EASY, LADY!

CONTINUED FROM PAGE 154



The best steak you ever put in your mouth is the one cooked right at home, when you broil it under glass the smokeless way. This sounds like swanky restaurant doings, but it's strictly home-style, when you have a new Philco electric range. A glass sheet suspend*under* the broiler deflects vapors, natural juices, and flavors right ba into the steak or other broiled food. Fat cannot spatter against t red-hot broiler, which is what usually causes smoke, soot, and sta Range has double ovens, storage space, and generous work surfa



Now every member your family can ha *hot* toast, even if h late to breakfast. Tha because of the S Warm shelf that con with the new Arvin tomatic toaster. T sturdy plated-wire sh clamps between the bread slots without interfering with use of toaster, slips off when not wanted. Heat rising from the toaster ke toast warm. You can set the brownness selector for light, medium, dark toast, which pops up automatically when done. A hinged cru tray empties clean at the turn of a tab, without any fuss or both



You can reach the topmost kitchen shelf without danger of falling, if you stand on a sturdy Cosco step-stool. Tubular steel legs will support a lot more weight than you will ever rest on them, and the wide steps have embossed "traction treads" to keep you from s ing off. Steps lock in place when swung in or out. When you sw them in under the top step, you have a comfortable big seat so you rest your bones while doing chores. The finish is baked-on ena white for the legs, red or black for seat and steps. Hamilton Mfg.



MINOR DETAILS ARE EQUALLY WELL PLANNED

There are no dark and dismal "backstair" areas in the truly American house, since we rate family convenience more important than mere show. Even less important stairways are well lighted, well designed. This beautiful one is in the Havens house designed by Harwell Harris.

WHAT IS A TRULY AMERICAN HOUSE?

CONTINUED FROM PAGE 85

nds (defense in depth), or by ver use of planting or subtlety e design of the house itself. are too well mannered to say ly, "Go away." They are also self-assured to posture and y say, "Look at me."

re and more, these houses to open up to the outdoors, to de for closer communication nature—both summer *and* r. This means gardens that asy to look at in any season, well as easy to maintain—horticultural displays. These es tend to be made of natural, to-maintain materials, to make ble an easier life.

re and more, their furnishings ne the same quality as the es themselves, so that we have come to repeat the condition n existed in Colonial times, houses, furniture, clothes, ages, printing, and all the ob- used by people were the uct of the same time, and so all of one piece. More and more, the food served in these houses tends to be expressive of the abundance of American life, with its preparation and serving based on scientific knowledge of health.

American houses have a quality of self-assurance which comes from the fact that they are intent on their own ends. The truly American house is primarily designed to meet the needs of the people who may live in it. So, its primary concern is not with what someone else may think.

This slight shift in emphasis has made an enormous change in the appearance of this evolving American house—much greater than you might think possible by so slight a shift in aim.

In contrast to the truly American house are three types which cannot qualify. They are the ill-mannered, adolescent houses, so beloved of young designers, whose primary aim is quite evidently to

(*Continued on next page*)



WHITNEY PLANNED SETTING

The Marblehead room shown is truly Colonial.

Furniture: *Whitney Maple*
Bed No. 6136. Dresser No. 6528. Table No. 428. Highboy No. 6527. Arm Chair No. 7255.

Wallpaper: *Strahan's "Wentworth" pattern No. 8014.*

Woodwork: *Painted white*

Note: Ask your local decorator or painter for an estimate on papering and painting your room.

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Maple



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PHOTOGRAPHS BY MAYNARD PARKER

WE SHOW CONCERN FOR THOSE WHO DO THE WORK

Whether the house is to be run by the housewife or by servants, it is designed with work-saving features such as this pass-through buffet between dining room and kitchen of the Havens house. Ease of operation is considered more important than preserving formal social customs.

WHAT IS A TRULY AMERICAN HOUSE?

CONTINUED FROM PRECEDING PAGE

be *so* original that they will shock and thereby get publicity. Then there are the houses whose chief aim seems to be to try to conform to a design thesis (or artistic cult), rather than provide for the lives of their occupants. (As, for instance, the houses which insist on ribbon windows regardless of whether floor plan or orientation calls for them.) A third group of houses, which we cannot consider American, is the group which exhibits poverty of intention. These are expensive houses which show a lack of regard for privacy and the amenities of life. They show a lamentable form of inferior planning, and meagerness of invention which might conceivably be pardoned in the lowest cost housing for slum clearance, but nowhere else. Such a house reminds one of nothing so much as a "gold-plated rabbit hutch." None of these expresses American ideals.

It is also true that we are still building many houses that are not truly American. You should learn to recognize these, too: the houses with dark, impossible-to-keep-clean kitchens; houses with interminable stairs, dark, unventilated rooms and wasteful halls; houses wit provision for the normal acti of a family. There are the h with inadequacies and incon ences of every sort, that do recognize the full rights of th dividual to live as well as income and his times permit.

These sad, half-a-loaf buil display the fact that they not the outgrowth of democ thought, not worthy to be c American. By their very stru they condemn their inhabitan a mediocre life. These usually into existence because bui (and sometimes architects) take advantage of the ignoran people, who haven't had a ch to "live better" and, therefor gullible and undemanding they enter home ownership fo first time.

How American a house is nothing to do with money or There are, and have been, rich and beautiful houses whi not embody our ideas of the life. These are houses in the children are banished t nursery, not sharing the life house; houses which show a disregard for those who have

e work: houses which limit the tivities of those who live in them, uses that force a difficult pattern life, which imprison their own-s, rather than free them. These uses loudly proclaim the fact at they are not American. For to American, living means freedom live easily, well, conveniently, well as beautifully.

he houses which are either the forerunners of, or the actual ex-ession of the American spirit in chitecture, are widely scattered time and place. We have spoken the work of Richardson in New ngland and of McKim, Meade & hite. In the South, the American irit begins to shine through the g hospitable-looking houses in hich the tall porches of the Greek vival house were broken up into series of usable verandas—homes ll somewhat classic in detail but tirely un-Greek in spirit.

The first real flowering of Amer-an domestic architecture occurred the Middle West in the shadow the classic revival which re-lted from the success of the orld's Columbian Exposition in 93. The most noted of the Chi-go domestic architects was Frank oyd Wright, but George Maher, alter Burleigh Griffen, William Gray Purcell, George Elmslie, Dwight Perkins, Marian Mahony Griffen, and many others were members of the Chicago group. On the Pacific Coast the same forces which were behind the Chicago School were behind the work of Bernard R. Maybeck and Greene & Greene. On a lower aesthetic level, but still a result of the effort to express the American way of life in an American house, were the California Bungalow and the Craftsman house, both of which swept the country between 1904 and 1916.

Ironically, our indigenous American architecture of the last century has been almost totally neglected by architectural historians, so we know relatively little about it. But all the evidence points to the fact that it has been more influential than we have believed.

As our current modern house designing matures and crystallizes into sharper forms, it is clear that there is a continuity between our early housing and the better houses of today. But make no mistake: our skillful, modern architects are not copying old forms. Rather, they are moved by the same social values. Thanks to greater technical facilities in materials and equip-

(*Continued on page* 161)

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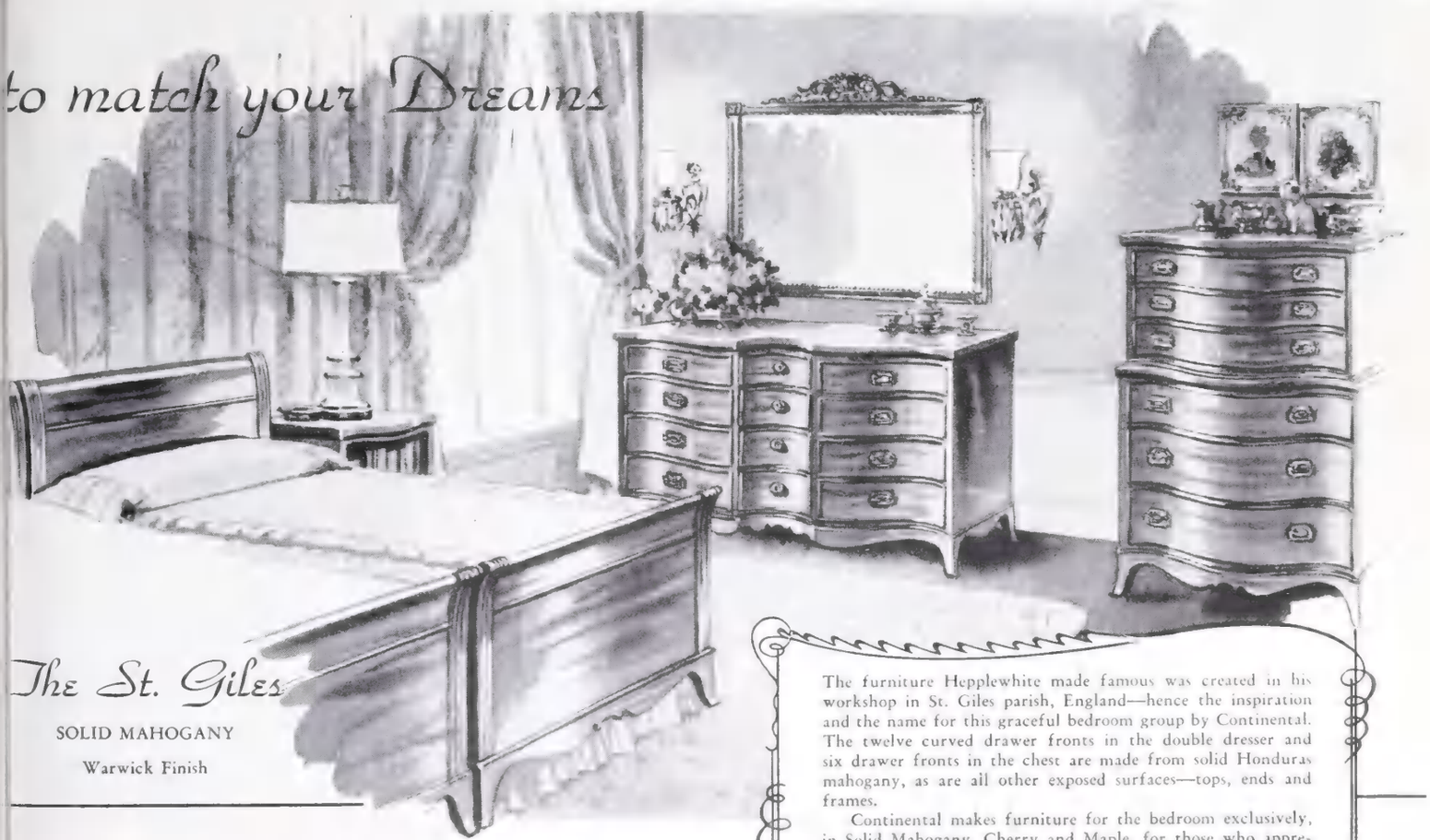


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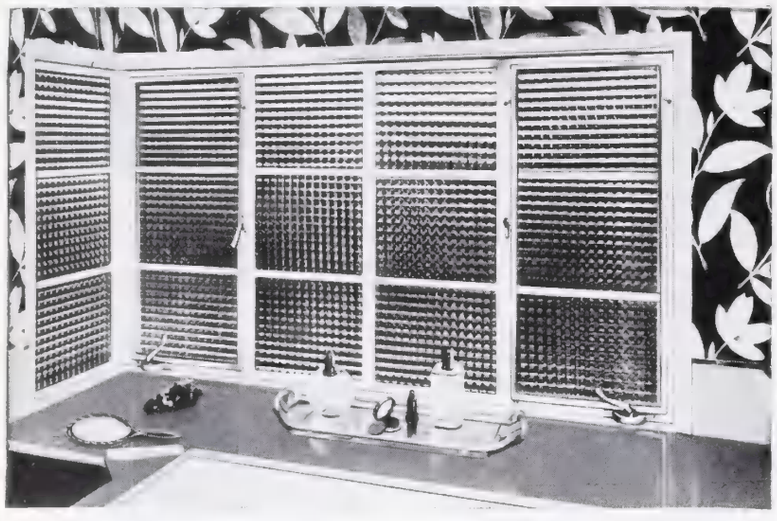
through DOORS

Brighten rooms and halls with Blue Ridge *Patterned Glass*. It lets light through, banishes the dark areas caused by opaque doors. Yet blocks vision. Looks equally smart on both sides. At right: Blue Ridge *Satinol* Flutex used horizontally and vertically.



through WINDOWS

Obscure views and still be distinctive with Blue Ridge *Patterned Glass*. Its square, linear and all-over patterns make any window a center of beauty . . . in rooms where both privacy and light are required. Below: Doublex glass in aluminum windows by Timm, Los Angeles.



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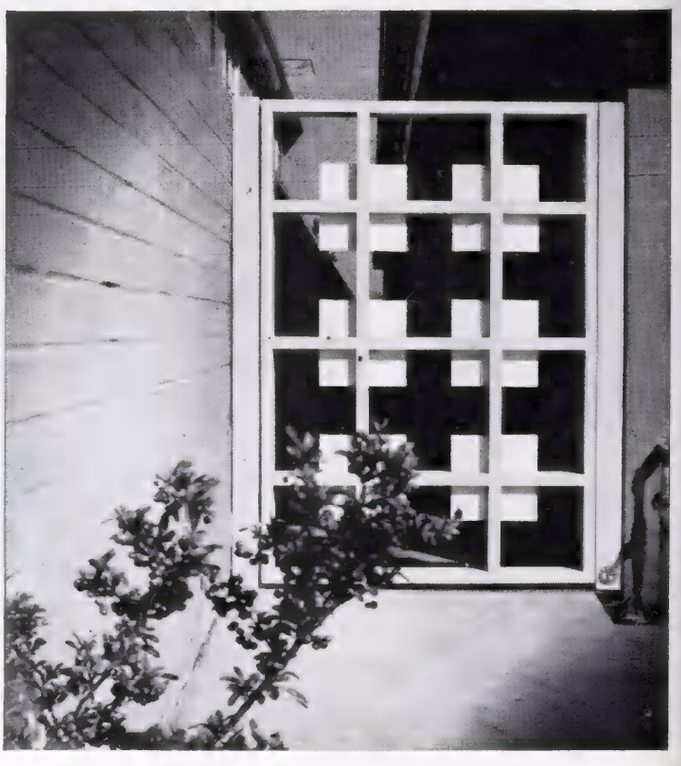
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PHOTOGRAPH BY MAYNARD PARKER



This gate looks like a front door—complete to lock and number. Use gate like this when you want to make the front yard into livable garden space. You shut off both sight and sound, so get real privacy. Too often gates are merely a token physical barrier.

Gates that look as well as they work



Here's a gate that lets light into a narrow service passageway between the house and the property-line wall. Gate is easy to make and maintain. Its dramatic design distracts the eye enough so that motorists passing by can't see into the yard.

(*Continued on page* 162)

Ballerina"



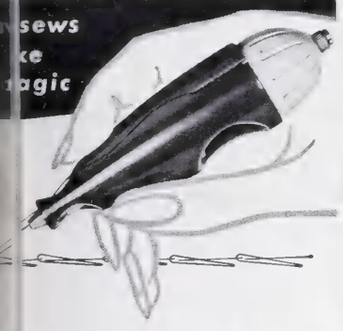
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WHAT IS A TRULY AMERICAN HOUSE?

CONTINUED FROM PAGE 159

ment, they are able to carry the ideals of our American life to a higher development than the early masters. Any similarity between old and new is due primarily to our continuing national standards and values which are still the same —perhaps even more intensified.

Unless our national ideals are entirely reversed, the *truly* American house will continue to mature and to spread until it becomes the only type built in the United States.

HOW AMERICAN IS YOUR WAY OF LIVING?

CONTINUED FROM PAGE 81

If you want to reproduce the spirit of a Renaissance French court, that's your right as an American. But if you allow your house to proclaim the fact, don't be surprised if the news is met with raised eyebrows and amusement, and you are pitied as an "escapist" who can't cope with life today. And don't be surprised if your family shows a distaste for such a home.

Ever since the first colonist set foot on these shores, an American way of life has been slowly developing. This has been reflected in the character of our houses, which has changed as our ideas of how we wanted to live have changed. Our houses must continue to change if they are to remain ours. No matter how completely a house is identified with our past, it cannot *now* be our house unless it is molded by our present.

The American house of today is that house which is most fitted to the life of today. But it is also a house which clearly expresses the fundamental American aspirations and ideals about the dignity of every man, which are still pretty much the same as they were in 1776. The more clearly your house expresses these ideals, the more it will help you to achieve an American way of life.

We must learn to look for the meaning of everything in the object itself. We must learn what things have to say *to* us and *about* us.

Let us look our houses, our furniture, our gardens squarely in the eye and demand: What are you doing *for* me? What are you telling people *about* me and my family? Are you, or are you not, expressing my ideals of American family life —the best ideals that have ever flourished in the history of man?



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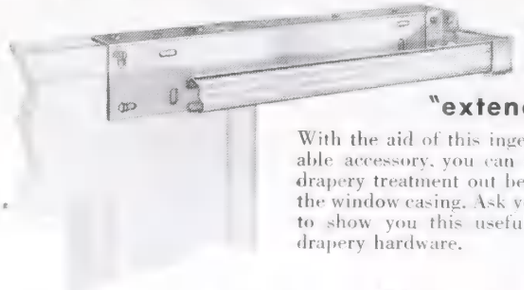
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PHOTOGRAPH BY GOTTSCHO-SCHLEISNER

Sometimes gate must let breezes through. Here's a gate open to the breezes but able to hold pets and children in or out. Note that design *is* the gate, not something made by adding excess pieces as an afterthought.

Gates that look as well as they work

CONTINUED FROM PAGE 160



PHOTOGRAPH BY MAYNARD PARKER

There's no over-ornamentation here. A simple, wooden gate invites cooling breezes to enter. Attractive design comes from way parts are put together rather than from added doodads. Note broad steps and landing for safety.

(*Continued on page* 167)

WHY DOES INSULATION INSULATE?

CONTINUED FROM PAGE 129

First, you need a large house that has high ceilings. The system works beautifully in Cathedrals. The summer tourist in Italy soon finds that out. It does not work so well for the small, compact house—and our houses are getting more compact all the time. The reason lies in certain mathematical facts: the bigger house gives you proportionately a very much bigger reservoir of cool air to last you through the day.

Secondly, you need a climate with dry summer heat, not muggy heat. In Washington, D. C., for example, you want a breeze so badly that you are bound to open the windows—and then, of course, the warm daytime air pushes out the cool night air.

Thirdly, you need a climate with cool nights. This is almost the same as saying a dry climate, because only dry clear air cools off really well at night. The humid summer air of the Eastern Seaboard and the Gulf Coast stays quite warm at night, too. So, in many parts of the United States, you can't capture enough night coolness to last you through the day. Net result: The summer problem is *not* the winter problem in reverse; it is a different problem. It calls for some thought.

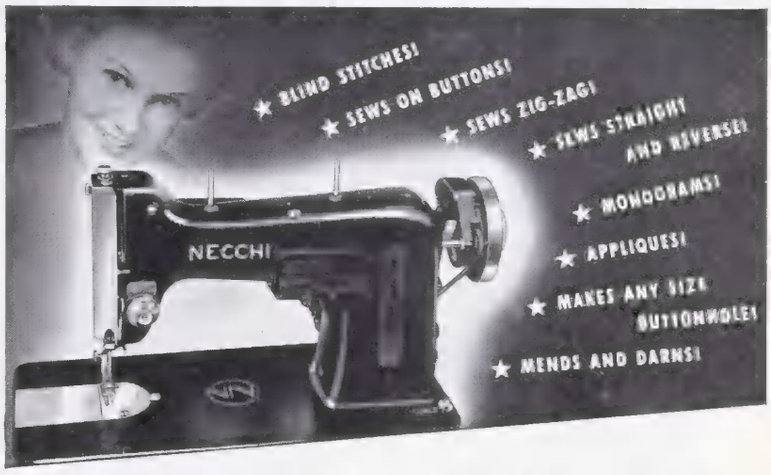
What is it really that makes a house hot in summer? *It isn't only the warm summer air.* Practically anywhere in the United States, you can be fairly comfortable outdoors in the shade of a tree. What bothers you in a house is that your own house—the walls and the ceilings—is warm. You know how radiant panel heating works. A quite mild heat in the floor or the ceiling gives you just as much heating effect as strong heat from a radiator would give you. Well, in summer, when the sun and hot summer air heat up the materials of your house, you have just exactly such a set-up. You sit there on a 95° day with the heat on.

That is summer discomfort in houses. Our houses, most of them, make the indoor weather much hotter than the outdoor weather is. And that is what insulation must prevent in summer: this torture of warm walls and warm ceilings shining heat at you. It does not need to keep out the 90° warmth

(Continued on next page)

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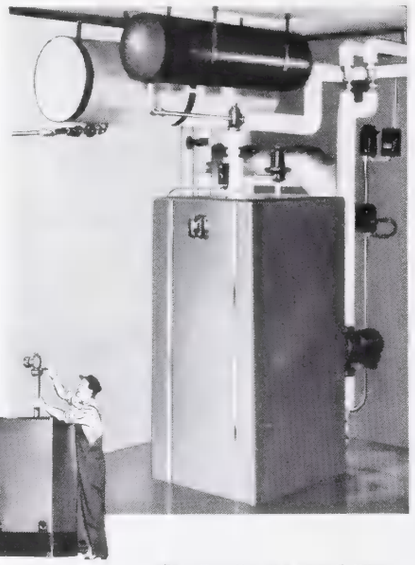
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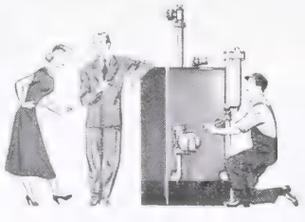


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WHY DOES INSULATION INSULATE?

CONTINUED FROM PRECEDING PAGE

of the summer air, but it must stop the terrific heat of the sunshine (and sky glare) from heating up the surfaces that surround you.

For example, it makes a difference in summer how you insulate your roof. In many houses now, the insulation lies right on the attic floor. This is the most economical arrangement for winter. You put your insulation on the smallest surface, and, therefore, you get, per dollar spent, the thickest layer. And thickness is what counts in insulation! Also, that way, you don't have to heat the attic space. But for hot summer evenings, this arrangement is not best. Here is what happens:

The sun shines on your roof (which is probably dark-colored), and heats it up: no mild 90° business here, but more nearly 140° to 160°. As the roof gets hot, the attic gets hot. Even if it is well ventilated, it still gets hot. Ventilation can't dissipate all this *radiant* heat. The hot roof radiates heat right down on the attic floor, where the insulation lies. So, the insulation gets warm. This is inevitable. Insulation is, after all, no magic stuff. It gets warm, when heated, just as anything else does. It merely takes a little longer. After being blasted with 160° heat from one side all day, with 90° summer air on the other side, it's bound to get warm.

And then, of course, it stays warm for a while. You see, there is a day-and-night factor, a time factor, in the summer problem that isn't in the winter problem. The heat outdoors lets up as the sun goes down. So you open all the windows, and you expect to be cool, but you are not. Well, get a stepladder and reach up and feel your ceiling. It is warm to the touch. Not hot, but mildly warm, and that's enough. That's all it would be if it were a radiant heating sort of ceiling, and it were winter. The radiant heat it sends down bothers you doubly when you lie down to sleep. You then expose the whole length of yourself to these heat rays. So you have your time factor. During the day, your insulation kept you cooler than you would have been without it. But in the evening and during the first half of the night, the insulation keeps you hotter than you would be without it—*unless* you do something about keeping the insulation cool.

To keep this night-time carr over of heat from bothering yo you must put two things betwee yourself and your insulation: (1 Ventilation, to wash away the war *air* that forms under and over th insulation. (2) A "radiatio shield" of some kind, to catch th heat *rays* which the warmed-up i sulation sends down. This is o wisdom in New Mexico or O Mexico or Arizona. People the were experts in summer heat co trol; they had to be, in that h region. Their old-style house ha a roof on top—and, of course, got extremely hot. Underneath an attic space perhaps three fe high, with air-holes for throug ventilation; and underneath tha a lightly built structure that forn ed the ceiling of the rooms. B the air-holes let hot air out of th attic space, and kept it from ge ting too oven-like. And the fal ceiling caught the heat rays th came down from the hot roof.

The theoretical-ideal set-up f hot weather insulating would be layer of insulation above a lay of moving air, repeated as ma times as you could afford.

For hot summer climates, Hou BEAUTIFUL's Optimum Standar recommend that you put additio insulation against the under-si of your roof. This uses more th twice as much as putting it on t attic floor only—the present sta dard practice. It also means y have to take extra care so y won't get condensation and mo ture there. It is more of an engi eering job. But it pays off in su mer. The insulation keeps the (treme heat of the roof from comi through too much. Ventilation

Editor's Note

Insulation is, obviously, not the only way to keep a house com fortable. There are other device whose functions interlock with the work of insulation: adequate heating plants with proper zon control air cooling devices, shade trees, evaporation roofs, dehumid ifiers, attic fans, and the like But in the interest of clarity, w are not bringing them into thi discussion. We have discussed them in the past, and will do s again in the future. Understand ing what insulation does, per se is very helpful, even primary, t understanding how to combine i with other Climate Control devices

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the attic carries away the warm air. The attic floor (ceiling of the rooms below) catches the heat rays which the warmed insulation gives off in the evening. And if you live where there are also cold winters, you'll have insulation in the attic floor anyway—for its winter-time job of keeping heat in and saving you the job of heating the attic. (See Optimum Standards.) It may heat the outside surface of your west wall to perhaps 120°—hot to the touch.

Naturally, once this terrific heat has got into the structural materials, it takes effective insulation, plus the right installation, to keep it from creeping all the way into the house. Now, the best way to keep a house cool in summer is to throw the sun heat back before it can heat up even the outside of the house. This can be done.

You can throw back a lot of sun heat simply by the color of your roof or wall. A black roof throws back almost none of the sun heat that hits it. A red roof throws back only about 25%. A white roof can throw back about 80% of the sun heat. It stays very much cooler. So does a roof covered with reflective aluminum (especially made for roofing).

Much the same goes for the walls of the house, especially the west wall which is always the hottest. Red brick will bounce back about one-third of the direct sun heat it receives. White paint, white plaster, or white wash will bounce back about 60% of the heat; aluminum up to 80%.

An aluminum wall? It sounds grotesque. But you begin to see them around. You see them, as yet, mostly on sheds or other work buildings. Such aluminum buildings can be delightfully cool.

But the thing to remember is this: The color of your walls and roof is just as important as your insulation. The early Americans were not so dumb when they started our American tradition of white houses.

Now that shiny stuff—aluminum foil. How does it work? How do you use it? If aluminum is such a good conductor of heat, then how can a paper-thin sheet of it serve as insulation?

Try an experiment at the breakfast table. Move your finger slowly toward your chromium-plated electric percolator. You get no warning feel of heat. Then you touch it—ouch! With an ordinary pot full of hot coffee, you would feel the heat when your finger was still

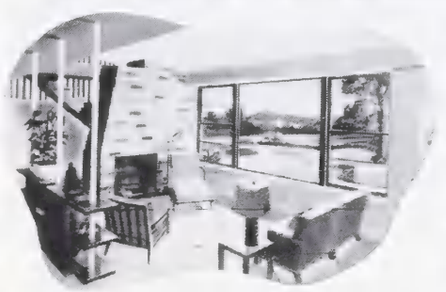
(*Continued on next page*)



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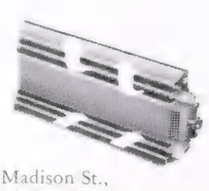
Knocking out walls is not the only way to get more "living room" in your home. Knocking out space-grabbing radiators, and replacing them with modern Dunham Baseboard Heating, is often just as effective . . . and a lot easier on your budget.

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HEATING MEANS *BETTER* HEATING

WHY DOES INSULATION INSULATE?

CONTINUED FROM PRECEDING PAGE

an inch away. You would get a warning: "Don't touch. It's hot." This is because the pot, like any warm thing except mirror-like metals, sends out heat rays. A shiny percolator sends out practically no heat rays. That, of course, is why they make it shiny. When a thing sends out heat rays, it thereby cools off. When you stop the heat radiation, you thereby stop an important heat loss. The shine, in other words, is a form of insulation.

That is one-half of the idea of reflective insulation. The other half comes in a minute but, first, be sure you understand the background. There are always three main ways in which a warm thing cools off. Heat *creeps* away by "conduction" into a colder material. For example, when you stand on a cool pavement, heat creeps from your feet through your shoes into the pavement, and you get cold feet. Heat is also *washed* away by cool air. "Convection" is the technical word for this. Example: The wind picks heat off you and chills you. Thirdly, heat *jumps* away, as heat *radiation*, from any warm thing over to anything that is cooler. For example, heat jumps from the fireplace directly to your face, because the fire is hotter than your skin. It *jumps* from your skin directly to a cold window pane in winter, because your skin is warmer than the window.

Even though it may seem otherwise, heat always moves in *one direction only*—from a warmer to a cooler substance. Never from cool to warm.

Well, metal foil insulation does nothing much about the first and second ways of heat loss except incidentally. Its main job is to stop *radiation*. A reflective surface, properly manufactured, acts as a barrier for radiant heat. Funny thing is, it doesn't necessarily have to be shiny to be reflective, either. Not every shiny metal surface is heat-reflective; not every heat-reflective metal surface is shiny. The reflective power depends on methods of manufacture and the nature of the surface—not on looks. So your eye cannot be the judge.

Reflective insulation is a two-way barrier. It stops heat rays going and coming. That is the other half of the story. When heat rays hit a shiny metal surface, they can't land on it; they bounce right back. For example, you can buy a shiny chromium-plated bucket to ke ice-cubes in. One of the reasons keeps the cubes cool is because throws back the heat rays wh pounce on it from all directions a warm room. In the case of percolator, the shiny metal surf keeps the heat *in*; in this case, same sort of surface keeps the h *out*. That's the idea of "reflect insulation."

How do you use it? You can it much as you would use flu insulation; and that is, so far, customary use. Go back to the h low air-space in your wall. have explained that such a holl space is not as effective as it mi be, because of the drafts that velop in it. We have explained h fluffy material stops these dra We have not explained another r son why a simple air-space is fully effective. It's this: Heat r *jump* from the warm side, acr the air-space, over to the cool si *through* the air. Now, a reflec foil placed midway in the air-sp of a frame wall stops that. Ri away, your air-space becomes ab six times as good an insulator it was before when it was em

But remember the main ic Reflective foil stops only radi heat—the kind of heat that ju across an *open space*. If its surf touches any other material, its flectivity is diminished. It must ways face an air-space of at l one-eighth of an inch, and th quarters of an inch is optimun

So, you see, there are as m kinds of insulation as there types of knives for kitchen w But just as you can't make a c with flour alone, so you can't m comfort with insulation alone. must combine its use with other necessary ingredients: g heating plants, fans (and coo devices, if you can afford suc thing), the right colors in pa and roofs, awnings, enough ven tion. And you must use these o ingredients in the ways and pl they can do good.

Insulation, by itself, is a g thing. But it is not magic, un used in the right combinations with the proper corollary aids your particular climate's probl But used right, as outlined in Optimum Standards on pages 129 you can take most of the s out of your local climate. *page 184 for a list of insul makers, grouped according types and uses.*)

GATES THAT LOOK AS WELL AS THEY WORK

CONTINUED FROM PAGE 162

PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



This business-like arrangement looks well because it has the ability to do its job well. Note pleasing proportions. Although designer wanted a low fence, he recognized that a low gate is a nuisance to open or close. Farr Nurseries. designer.

(*More gates on page* 200)

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FOR THE BEDROOM

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● Personal color preferences and room exposure are important considerations when planning a color scheme. This lovely Chinese Modern bedroom group in ebony with gilt stripe suggests a stunning color combination: gold, Chinese red, green, white, grays, black. For rooms with little sun and light, gold or white might be chosen as the dominant color; for bright, sunny rooms, green. (Red should be confined to smaller surfaces and accents, since too much red has an effect of restlessness.) Two or three of the other colors suggested may be used with the dominant color in varying proportions. This Sieling Modern group, with your own favorite colors, will delight you for years to come.

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Designed by Randolph Mohlhenrich



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Decorator's Diary

Highlights from a decorator's notebook—as good as a first-hand shopping trip through the home-furnishings stores and showrooms

Saw a new chair at Jens Risom's showroom that's going to settle a long-standing difference I've had with the McLaughlin's. A total of one sofa and two easy chairs is not at all adequate for the living room of their place in Smithtown—not with the full house they always have from May to November. But they've been adamant in their determination not to buy any more chairs until the children have reached the harmless-to-upholstery age. Jack is fourteen now and about at the point where he can be trusted *most* of the time. But there are three younger ones ranging downward to eight, plus a hoard of neighbors.

When the McLaughlins see the Risom chair, though, I'm sure they'll give in, since it's as nearly childproof as a chair can be. The seat has a reversible foam-rubbe cushion with a removable fabri cover fitted with a slide fastene Likewise, the back cushion, whic attaches to the frame with bi snap fasteners. They can order a extra set of covers, or two or thre of them, when they buy the chai or any time thereafter. And the won't have to worry about wha happens to the arms, because the are of good solid birch. It's one o those nice in-between chairs, com fortable enough for anyone wh isn't deliberately planning snooze, but light enough to b moved around easily. Originall developed, I was told, for the gues rooms of the Caribe Hilton Hote in Puerto Rico which speaks we for its comfort and its practicality



Removable Cushion Covers

Virginia Hamill's latest inventio —"Couturier" carpeting—make me as happy as a four-year-ol with a new set of building blocks *Now* I'll be able to build the Em pire State—or rather I'll be abl to design a floor worthy of th most beautiful house I've ever lai eyes on. Right now, that's th house the Mantons are just finish ing near Dobbs Ferry. The living room floor was laid last week. s it's just a question of which Cou turier pattern we'll choose.

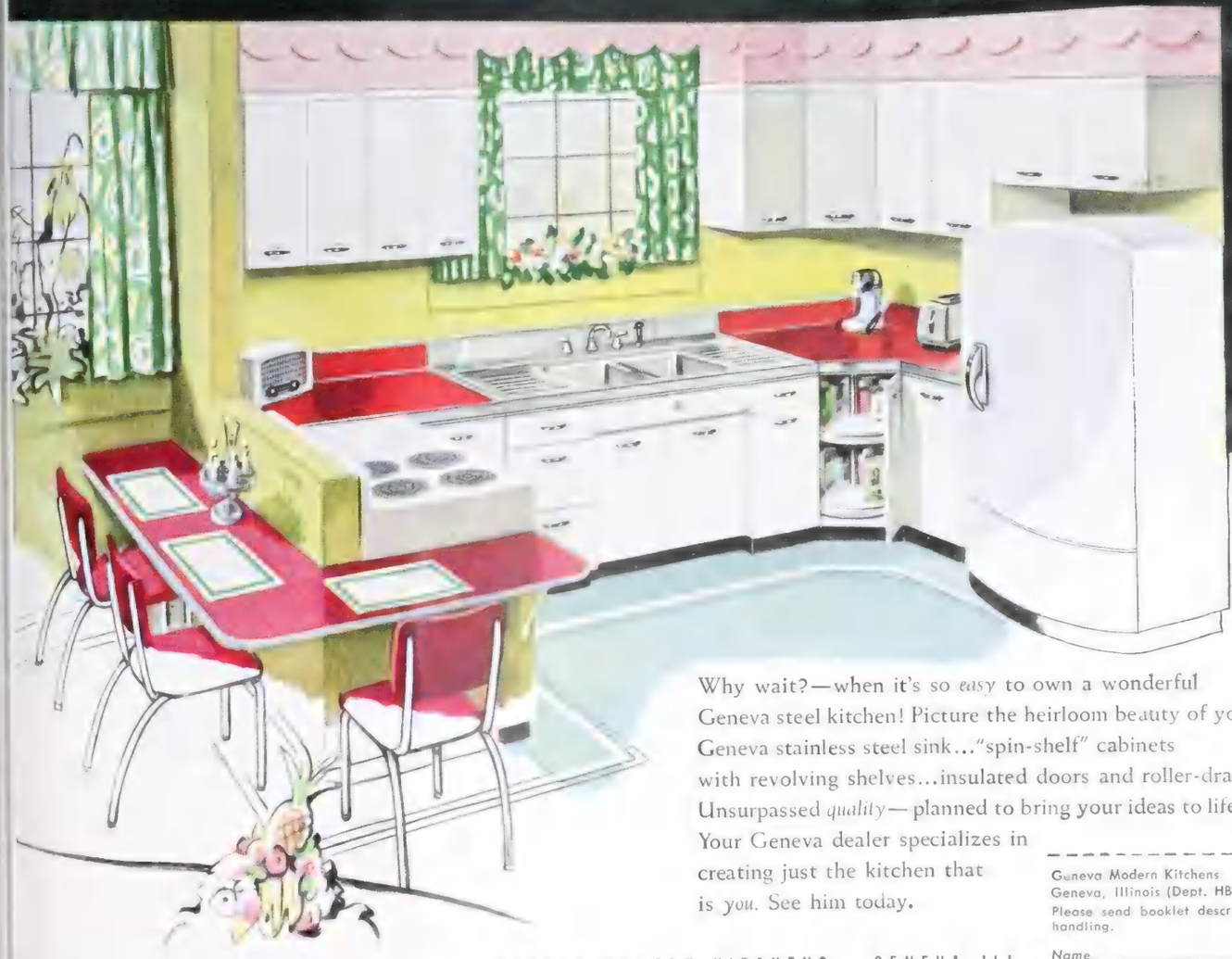
The Big Point is not the patter itself, but the fact that you ca buy the carpeting—Nye-Waitt luscious nylon—in three-foot, o

(*Continued on page* 173)

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In breakfast ell above, Cactus Green *Vitrolite* creates an atmosphere of luxury. Table with etched plate glass top folds against the wall to frame a transparent "picture". Matching *Vitrolite* is used in kitchen to unify the two areas.

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The colors alone would excite any woman . . . such a fabulous range of true decorator colors and patterns! Boltaflex-covered furniture looks soft and inviting . . . and it is! Boltaflex is as tender as a kitten's ear, yet as wear-defying as an elephant's hide.

Boltaflex won't chip or peel and it resists staining, scuffing and fading. And, just think, smears and smudges wipe away with soap and water! Small wonder leading manufacturers cover their finest furniture with Boltaflex beauty.

Your favorite stores carry Boltaflex by-the-yard and feature Boltaflex-covered furniture. Look for the Boltaflex tag. It's your guide to the smartest styles at good old-fashioned prices.



Boltaflex sells **BY-THE-YARD** at all leading department stores. It is also available in **SEALTUFT**, the stitchless, quilted plastic. For further information, store names and descriptive folder, write Dept. H-59. BOLTA PRODUCTS SALES, INC., LAWRENCE, MASSACHUSETTS.



Wing chair in washable Bouquet, one of the magnificent BOLTAFLEX *Multi-Color Prints. Note* BOLTAFLEX *with* SEALTUFT *on headboard.*



Sofa bed in rugged Gold Dust, rich new BOLTAFLEX *finish flecked with gold. Note* SEALTUFT *on wall.*

Boltaflex* means Lasting Covered with Beauty

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els for the Floor

DECORATOR'S DIARY

CONTINUED FROM PAGE 168

oot-three-inch widths with pat- in high-pile relief, and match up with plain carpeting of ame texture, same color, in e- or fifteen-foot widths. The s to use the patterned version orders or panels to accent the or to mark off different areas room, or to set off a specially tant feature like a piano or place. There's really no end number of tricks you can with it if you have the wits nk them up. Three patterns available now — "Chinese ." "Classic Leaf" which is informal than it sounds, and se" which is a pleasant little tric. And they come in ten colors including a blue, a ium red, three greens, three s, and two grays. For a really l effect, you could combine r three tones of one color in nderfully subtle monochro- scheme.

Noticed some more of those higher coffee tables at Manor House. Look to be about 21 or 22 inches from the floor. Dunbar has some new ones of this height, too, and I must admit they are a welcome change from the 12- and 15-inch tables that sooner or later I'm sure will give us all curvature of the spine (except of course the youngsters who *sit* on the floor). But the low tables do look very nice in a room, which is doubtless why they have been so popular. The higher ones, I find, are much harder to place. Talked this over with Edward Wormley who says the secret lies in keeping away from symmetrical arrangements. If you center a 21-inch table in front of a sofa, it is likely to look out of scale. But move it a foot or two toward one end and it will look right as rain. Another reminder to keep out of those decorating ruts!

(*Continued on next page*)

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DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

Took Jane Bannister over to the Dunbar showroom to pick out the coffee table that her Aunt Ida promised as a wedding present. At least I'm sure a coffee table is what Aunt Ida had in mind when she said: "You'll find the sweetest joy of home is having a cup of tea in front of your own fire." But young Jane interpreted that in her own way. Like so many of the youngsters these days she's a confirmed floor-sitter, and what should we find at Dunbar but a set of three cushions that are *meant* for sitting on the floor. They're made of foam rubber, about the shape and thickness of sofa seat cushions. But the fabric covers are hinged together, so that the cushions can be piled up to make an ottoman, stretched out to make a mattress, or set at angles to each other to make a seat with a back. "One for Jim and one for me," said Jane. "We'll put them on either side of the fireplace and that's where we'll sit to drink our tea." Aunt Ida will be surprised, I'm sure. But she can hardly put up an argument.



Fireside Cushions

Can't wait to try out Kurt Versen's newest idea for wall lighting. It's so rare to find a fixture that is good to look at and does a real lighting job too. This one is a hand-

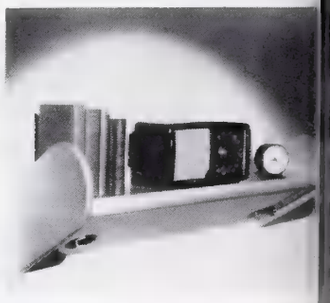


Indirect Hall Light

some brass bowl cradled in a br wedge that contains the wiring a connects the bowl to the wall. T lighting is indirect, of course, w both the wall and the ceiling act as reflectors. Makes so much m sense than the average wall fixt which is either a useless ornam or else a direct spot and alm equally useless, unless you want place a desk or table directly low it. Think I'll suggest the V sen fixture to Mrs. Worcester replacements for those imitat candle brackets in her dining ro

Lifesaver for budget carpet jobs: the good quality, lat backed twist you can order fr Masland dealers in exact wid to fit your rooms. No charge any unused yardage that has to trimmed from stock widths. charge for seaming by Maslan "Silver Seal" process which is p tively invisible.

For roommates who can't get gether on the subject of read in bed, Wor-De-Klee has a bri solution. It's an over-the-bed v shelf, just about big enough half-a-dozen books, a clock, a small radio. Built into the tom of it is a pair of lamps the ones they have in airpla Each one covers an area just enough for one reader's book, l ing the early-to-sleep bird in b



For Bedtime Readers

ful darkness. Would be a g idea, too, for tiny guest r where there's hardly room f night table. For what is gre misery than not being able to yourself to sleep if you've had vicious habit since childhood?

Dreamy stuff for light diffu curtains: *horsehair* net in a and-pepper gray. Stiff enoug hold its folds, but looks del and misty. Edith Hernandez h on display in her showroom

—M

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"Goodall" power trimmer edges lawn-bordered flower beds and trims grass neatly around trees or close to buildings. Patented guard (left) insures close cut. Goodall Manufacturing Corp., Warrensburg, Missouri.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



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YOU INSULATE your house only once; the job must be done right the *first* time. And when it's done *right*, you'll say, "Why did I wait so long!"

Yes, why keep on throwing away up to 30¢ of every dollar you spend on fuel? That's almost *one-third* of your fuel budget, totally *wasted*.

You can save that money, *up to 30¢ on every fuel dollar* . . . and have *more comfort* besides . . . simply by insulating with Johns-Manville Rock Wool, "blown" into the hollow exterior walls and attic spaces of your home.

BUT REMEMBER—your choice of a contractor is *all-important*. You can't SEE the difference between good and poor work in insulation.

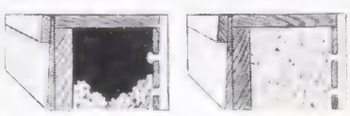
You can be *assured* of good work when you call the approved Johns-Manville "Blown" Home Insulation Contractor. He is trained to "blow" J-M Rock Wool *scientifically*, in full measure, to give you *utmost benefits*. Ask him about *easy monthly payments—FHA approved terms.*

WRONG RIGHT



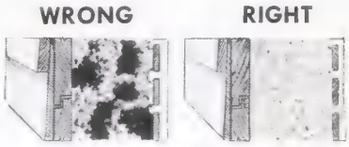
The J-M Contractor is trained to cover attic floor areas like these *evenly*, leaving no "thin" spots between joists to rob you of fuel and comfort.

WRONG RIGHT



He completely fills all the hollow exterior walls and the heat-leaking spaces above and below the windows.

WRONG RIGHT



He blows Rock Wool to the right *density* in sidewalls, to prevent voids or "empty pockets" that leak heat and reduce efficiency.



FREE Write today for FREE copy of 24-page book, "Comfort that Pays for Itself." Tells the whole fascinating story of the insulating "wool" made of *rock*.

Tells how this amazing fireproof material is installed by *air pressure* . . . how it protects health, saves fuel, keeps houses up to 15° cooler in summer. Address: Johns-Manville, Dept. HB-9, Box 290, New York 16, N. Y.

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If you have any dark areas or corners in your home that the sun never sees, see how easily and economically you can turn gloom into gaiety with a Nurre "Living Picture" Mirror.

You'll find Nurre Mirrors in your better stores, in a complete line of *originally* styled patterns—framed or Venetian, plain or decorated, modern or period—at just the price you want to pay. See them soon, and be sure to ask for your *free* copy of "How to Buy and Hang a Mirror."

*Illustrated is new Model 2647M, 29" x 39". Note how open space between oval mirror and frame allows wall to show as background.

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This name identifies genuine plate glass Nurre Mirrors. It is your assurance of the finest in quality, styling and craftsmanship. Always look for it when you buy.

GARDEN BOOKS WORTH READING

How to Increase Plants, by Alfred E. Hottes. A. T. De La Mare Co., Inc., New York. $3.

Professor Hottes has added one more excellent book to his already long list of such volumes. Not only is this book written in a simple, direct, easy-to-read fashion but he has made complicated procedures easy by means of questions and answers. He tells how long you can keep seed and how, how to multiply plants by cuttings, how to graft, and how to share your plants with your friends and neighbors. The last chapter is given over to a useful list of plants and the various ways to increase them. It is a book which will be a definite aid to both amateur and professional. —E.F.S.

Garden in Your Window by Jean Hersey; Prentice-Hall, Inc., New York; $3.00.

Those who enjoyed her *I Like Gardening* will find Jean Hersey's latest book equally pleasant reading. She makes plants come alive. She grows plants for the fun involved, which is as it should be. Worry about what awful troubles *might* possibly overtake the plants is a disease of the beginner, for with maturity comes the author's easy way of taking garden problems in stride. For example, you will find her ideas on pest control very workable. —J.E.H.

The Gardener's Travel Book by E. I. Farrington; Oxford University Press, New York.

Even non-gardeners shouldn't travel without a copy of this book in their cars.

Mr. Farrington's guide is so complete that you will probably learn much about the gardens of places you feel you know well.

Gardens are listed by cities. Information includes admission charges for public places, whom to contact for arrangements to see noteworthy private gardens, and suggestions as to the best time of year to see each garden.

I only wish that Mr. Farrington had given street addresses for all the gardens (he does for some). Local residents often are mighty poor sources for information on how to find places. —J.E.H.

Florist Crop Production and Marketing, by Kenneth Post; Orange-Judd; 1950; $10.

Probably few horticultural books exist that have so thorough a scientific documentation. Certainly no American garden book can claim so much factual proof, so little that must rely merely on the author's opinion from his observations in the field. Dr. Post has been in charge of greenhouse research at Cornell University for nearly 20 years. His annual short-course programs for florists draw a national audience of the top-drawer florists.

If you want to *know* the how and why of any phase of growing plants in greenhouse growing, this is the book you need. Even if you have no greenhouse, reading *Florist Crop Production and Marketing* will make gardening more interesting and you a better gardener. Every real garden club (the dirt garden club variety) needs a copy in its library. The cost is justified even if only the program chairman uses the book. He or she can dig out numerous fascinating, useful programs. I say "dig out" because this is no book for casual reading. It is a reference book. —J.E.H.

The Scented Garden by Eleanour Sinclair Rohde. Medici Society Ltd., London.

If you like scent in the garden you will like this book. Although it is English, being a new and enlarged edition of a book which has gone through five printings in the Old World, there is much in it which will be of assistance to American gardeners. It is the most complete and practical book on the subject I have seen.

Although written in the rambling, chatty style characteristic of so many English books, it is replete with facts as well as history and personal anecdotes. Not just the commonly-known plants are discussed but many we consider for their fragrance: crocus, violet, species tulips, and shrubs such as crab apples, fothergillas, corylopsis, and the various honeysuckles. The same goes for aromatic herbs as the artemisias, hyssop, and sweet cicily.

Another helpful feature is the approach. The plants are taken up by seasons—a valuable aid to fragrance gardening. You can pick your plants to match the time you frequent the garden most. The last chapter is a listing of fragrant plants with size, description, season, soil preferences, sun or shade and how to grow them.





PHOTOGRAPH BY PIX, INC.

One of the great charms of Curaçao is that here you get the flavor of the tropics piquantly laced with Dutch. See it especially in the typical Holland gabled façades of sturdy structures built in the Seventeenth Century by the first Dutch settlers in the West Indies.

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 66

New Mexico, where Santa Fe ... an early October Aspen ...k, during which special color ...orcades go forth to view what ...hath wrought in the mountain- ... aspen groves. Write the Cham- ...of Commerce, Santa Fe, N. M.

New England, where the show- ... is of such caliber that your ...el agent can suggest a number of tours timed and itineraried to give you the best views. If you go on your own, you may wish to connect with established foliage routes like that set up by the Monadnock Region Association of Southwestern New Hampshire. In either case, take a first firm step toward background as well as specific travel guidance by asking

(Continued on next page)

The Stephen King Chair

...lovely adaptation of Sheraton, styl- ...g in solid mahogany. Attention has ...een given to the pitch of the back and ...e of the seat, which is soft springs ...chly padded. Cover is available in ...veral modern color and texture com- ...nations.

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Ask your dealer to show you this chair





DENMARK—Rosenborg Castle is an important landmark of Copenhagen. Here are kept the famous crown jewels of Denmark.



GREAT BRITAIN—A guardsman in London, where "Changing of the Guard" is a daily ceremony typical of Britain's pageantry.



ICELAND—The Great Geyser, the most famous of all hot springs. This unbroken column of hot water rises 160-180 feet.

"Let's go to Europe"



IRELAND—Old Blarney Castle with its famous Blarney Stone which according to legend gives eloquence in return for a kiss.



NORWAY—Akershus, 13th century fortress in Oslo, capital of Norway, which celebrates its 900th anniversary this year.



SWEDEN—Shopping in Sweden is delightful. Visitors can see famous glassware, textiles and furniture designed and produced.

Go during the "Thrift Season"... from September through April! This is Europe's brightest season . . . gay with concerts, plays, big city activities and social events. The summer rush is over—everything's in full swing, but uncrowded. This is Europe at its best. There's more opportunity for sightseeing, to meet Europe's people, to appreciate their great cultural heritage. And it's easier to get to Europe. Travel rates are lower. Hotel accommodations are plentiful and reasonable. You can do more . . . see more . . . buy more . . . because your dollar goes further in Europe. The "Thrift Season" is the time to make your trip-to-Europe dream come true, not only because you can afford to go, *but because you owe it to yourself to go.*

Your Travel Agent is your best counselor. His knowledge will help you plan your trip and save money. For further information, write National Tourist Office of each country in which you are interested. *Address: National Tourist Office of (name of country), Box 1247, Grand Central Station, New York 17, N. Y.*

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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

the New England Council, Statler Building, Boston, for their free Directory of New England Vacation Literature.

In the Ozarks, where many resorts participate in a late September Flaming Fall Revue, accompanied by harvest festivals, fairs, homecomings, fox hunts, and mountain music. Ask the Ozark Playground Association's Tourist Bureau, Joplin, Missouri, for their special Flaming Fall Revue folder.

In the Poconos of Pennsylvania, which will burst into a round of Flaming Foliage festivals on September 20, continuing with color tours and like goings-on until November 20. Write the Pocono Mountains Vacation Bureau, Box 25, Stroudsburg, Pa.

Along the Blue Ridge Parkway of North Carolina, where lavish leaftime begins in September with a climax in mid-October. The North Carolina News Bureau, Raleigh, has an illustrated map and detailed fall-color routings, set up according to the direction from which you will approach the area.

In Brown County, Indiana, where fall's red and russet over the rolling hills have long captivated the artist, and where both the artist and such native touches as sassafrass tea, sorghum syrup, crafts shops, and square dancing captivate the tourist. Reservations well ahead are wise at the Abe Martin Lodge in Brown County State Park, dining room and cabins open until November first; and at the Pittman House, Nashville, where your breakfast is complimentary and served cocktail-style in the old-fashioned parlor. Or drive down—it's only forty miles south of Indianapolis on Route 135—and take your chances on one of Nashville's motor courts.

Bargain in sunshine

During the summer the Spanish keep cool at San Sebastian, Santander, and others of the seaside resorts along the north Coast of the Spanish peninsula. In winter they make their way south to Malaga, the Canary Islands, or Estoril. But for the rest of the peninsula, there is no time like fall, when in the cities the theaters, sidewalk cafes, and promenades come alive, and the famous sunshine cools and mellows to provide a wondrous lighting effect over t storied countryside. And to a to that effect, the Spanish pen sula is today one of the worl greater travel bargains. In Spa tourist exchange-rates give you pesetas per dollar, through whi gasoline costs 18 cents per li instead of the 39 it costs ordina natives. De luxe all-expense mo coach sight-seeing may come low as $12 a day. And in b Spain and Portugal you can s at the very best hotels like Madri Ritz or Lisbon's Aviz, for $10 day with meals. Nor is motori over Spain's good main roads l enjoyable because the governme controlled roadside inns, some mantically converted from cast and such, come as low as $5. A the Spanish Tourist Office at 4 Madison Avenue, New York to tell you about it, and to s gest an itinerary for a fall to

More

To the many for whom Sa Fe's La Fonda Hotel is about nicest ending a road ever had, i great good news that a new sever room addition will some time t fall reduce the difficulty of gett reservations. The new wing v offer double rooms with bath $6.50 to $12, suites with plus like balconies and fireplaces fr $22.50 to $35, and you will f the architecture a continuation the original hotel's suitable ad style. This means the interior de ration will be familiar in its of Indian painting, leather tho Navajo rug, and turquoise de And greater jollity than ever expected in the expanded and decorated La Cantina.

Hi, Sugar!

As typical of Louisiana as early-spring celebrations in ho of the camellia, azalea, iris, Mardi Gras, are her less w known fall festivals celebrat sugar, rice, and the humble y You may or may not care for a cultural, livestock, and other ea shows, or even for queen-crown and the usual parade. But if are in Louisiana this fall, inv gate anyway. You'll find all t events embroidered with Aca folk ways, spiked with Louisia verve, supported by exotic cook and distinguished by such spots as, for instance, Crowl International Frog Derby and Duck Calling Contest! Here are:

September 29-October 1:

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ecure your transportation and eservations and assure yourself omfortable, carefree travel when ou roam the British Isles.

RAIL TRANSPORTATION everywhere in Britain.

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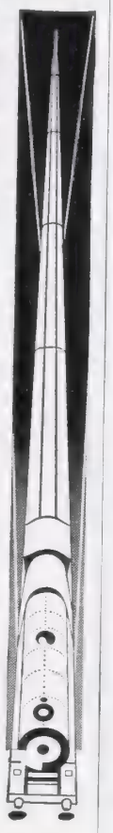
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(Enjoy Yourself, It's Later Than You Think)

Unfortunately, Horace (65-8 B.C.), Rome's matchless bard, never got to The Greenbrier. But if he had, you can bet he would have gone lyrical. Knowing the good things of life, he would have extolled the rolling magnificence of Greenbrier's 7000 woodland acres, the exhilarating climate, the matchless cuisine. And no doubt the over-all atmosphere of gaiety would have been the subject for nothing less than an epic. Surely, Greenbrier's fabulous baths at the world-famed Spa would have reminded him of the good old golden days of the Eternal City.

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isiana Sugar Cane Festival and Fair, New Iberia, 140 miles west of New Orleans on U. S. 90.

October 18-19: Louisiana Yambilee, Opelousas, 60 miles west of Baton Rouge on Route 190.

October 27-28: The International Rice Festival, Crowley, 200 miles west of New Orleans on U. S. 90.

Bigger game

If you've hunted the usual places, brought home the usual trophies, and are looking for bigger game, how about one of these:

Austria has made available 116 of its best-stocked, most-famed hunting estates, either for all-out lease or shooting expeditions, to Americans bent on deer, stag, chamois. Write the Austrian State Tourist Department, 48 East 48th Street, New York 17.

India, says Thos. Cook & Son, whose African wild game safaris have filled many a den with creditable trophies, is now available for tiger hunting, and the most desirable season begins in November. Cook stands ready with information, and will help make arrangements.

Arizona holds perpetually open the season on mountain lion, with October, according to old-timers, a better month than most. Cougar hunting is a tough sport, requiring a well-trained pack of dogs, a guide, a horse, and nerve. But if you're interested, contact one of these Arizonans, all well-known hunters, with their own dogs: Frank Colcord at Young, Giles Goswick at Mayer, Floyd Pyle at Payson, Jess Burke at Alpine, Leo Greenough at Cottonwood, and Marvin Glenn at Douglas.

Alaska, where everything grows bigger, boasts also some of the world's biggest game, and opens season on most of it in September. Here, too, the going is rugged, requiring a guide for each member of the party, even the one who is shooting only with a camera. But if it means everything to you to come home with a Kodiak bearskin twelve-feet square, or moose antlers with a spread of seventy inches or more, write airmail to the Alaska Development Board, Juneau, for its listing of places to hunt, and a listing also of the licensed guides available in each area.

At ease!

If it's fear of air sickness that is keeping you home, heed these words to the wise traveler from American Airlines Medical Division, based on a year's study of

(*Continued on next page*)

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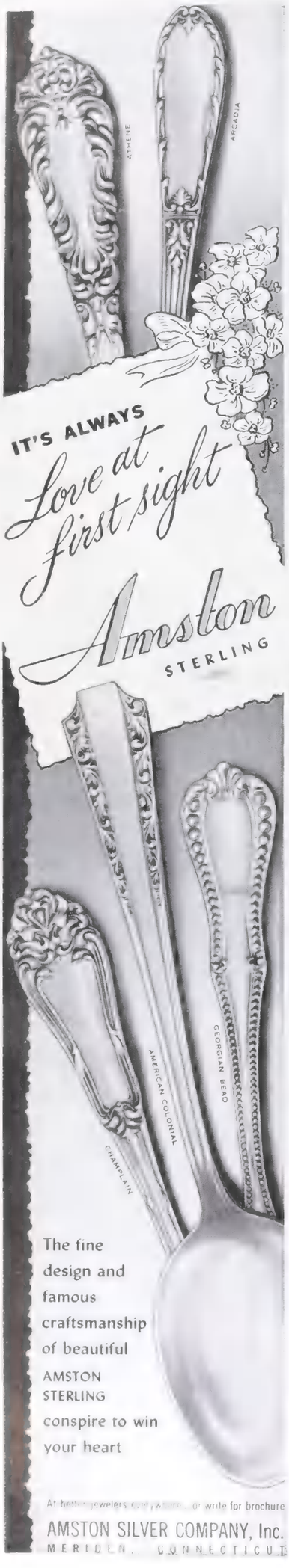
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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

motion sickness, be it on land, sea, or in the air. Just why people get sea-, air-, train-, or car-sick, no one really knows. Science has proved that alcohol increases vulnerability, a light meal is better than none, and the new drug, dramamine, now available on many carriers, while dangerous if you need to keep alert, nevertheless is sure-cure eight times out of ten. But, even more important, this study confirms that apprehension alone often brings sickness on—and, by way of helping you to be less apprehensive, points out that actually only about one-half of one per cent of all air travelers ever get airsick at all!

Ultimate

Even those to whom the rest of the state is an old, old story admit that Key West is something different under the Florida sun. Closer to Havana than to Miami, it has a Latin flavor that is not only tangible and colorful, but authentic. The several hundred Conches living there perpetuate speech and ways reminiscent of the Bahamas whence they come. And all over Key West you are very much aware that the sea which dictates its equable climate, fashioned its history, and today inspires its diversions, was a livelihood before it became fun. The fishing is fabulous. The 156-mile trip from Miami down the Keys by Overseas Highway, whether by Greyhound bus or in your own car, is one of the nation's more worth-while travel experiences. Key West also has lately become, through a new car-ferry service, one of the more interesting ways to get to Havana. The place has one large luxury hotel, the Casa Marina, open only for the winter season and one large commercial hotel, La Concha, open all year. The roof-top Quarter-deck here is an excellent place to get acquainted with local delicacies like turtle steak, conch chowder, and Key lime pie. A great number and variety of other accommodations are available too. The Key West Chamber of Commerce will send you a list.

Early-bird bargains

Is that fall-just-ahead feeling in the air already turning your wishes toward winter vacationlands? If you check immediately, you'll find many vacations available through September 30 or longer at su mer bargain rates. In some cas the ticket expiration limit m even make it possible to enjoy yo bargain vacation into October a November if you leave home bef the summer rate expires. These a only examples:

Through September 30, Easte Airlines Air Cruise specials Puerto Rico, Jamaica; throu October 31, same to Nassa through various dates up to N vember 30, to Florida. Typi rates, 6 nights, 7 days, Caribe H ton Hotel, San Juan, 6 breakfas sightseeing, entertainment includ $74.75 each for two, plus air fa from your home town; 7 nigh 8 days, the Myrtle Bank and Tow Isle Hotels, Jamaica, all mea sightseeing included, $89 each two plus air fare; 6 nights, 6 da Fort Montague Beach, Nassau, meals, sightseeing, $81.50 each two plus air fare; 6 nights, 7 da Robert Richter, Miami Beach, brunches, sightseeing and ent tainment included, $46.75 each two plus air fare.

Through September 30, F American's all-expense 10-day cations in Mexico, $348 from N York including three days in M ico City, Hotel Del Prado, and tr to Acapulco, the Hacienda Vi Hermosa, and Taxco.

Through September 30, T Airways' 60-day summer excurs tickets bring their New Orlea Guatemala-Mexico City circle do to $265 from New York.

Through September 30, Th Cook & Son's around South Am ica air tours, 29 days from N York, starting as low as $793.

Through October 31, a 25 cent reduction on round voy fares on Canadian National sh to British Guiana, South Ameri via Bermuda and the British W Indies.

Through November 15, G hound Bus Lines, and the Atla Coast Line and Seaboard railro continue their 25 per cent red tions on round-trip fares to Flor

Through December 17, Uni Fruit Company continues its season rates on Guatemala cruis 17 days from New York, $315 24 days, $465 up; 11 days fr New Orleans, $200 up; 18 d $235 up.



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It Pays To Be Ignorant

(Or Anyway It Used To)

by Jean Tigar

n always attracted to magazine ticles that deal with decorating akes. They never fail to interest because usually they contain 's which I thought were strictivate. Misery wanting what it o I cut these out, tack them to ulletin board, and they help ake me feel I belong.

ere *are* some mistakes that can out happily, though. Like the we furnished our first home al years ago. I decided to see I could do in second-hand s. I came home on the truck a tufted love seat, a chair to h, and a marble-topped table. d my husband the stuff was ch and worth a fortune. It d out to be Victorian and nothing at all. Victorian was a dime a dozen. (Bruce Butt- or somebody who was later osed to have been responsible ne Victorian revival, was busy moment with something else. in second-hand stores everye there lay items going beg- which today are bringing high s in antique shops.) I kept on g it because I thought every- floral, faunal, or marble- d was French. (I nearly sank gh the pavement from em- ssment once when a friend y mother's met me downtown, said she'd heard I was going in for French, and was it French Provincial or French Pronounceable But Not Spellable? I didn't have the slightest idea what she was talking about, and I don't remember what I replied. But it was most nonplussing at the time.)

The small amount of money involved had something to do with it, too. And I knew nothing about the rule (it was in effect even then, but I can do only one thing at a time, and when I decorate, I can't read) that says you don't put large patterns in fabrics on tufted furniture. I went ahead and had the tufted pieces done in a loud green and red damask which lost its pattern completely, except for a mad jumble, once it was pulled into those dimples the buttons make.

That's where one of the nice mistakes comes in. It was stunning. Honestly! Everybody said so. All the girls who came to see our flat (they were dying to see it because I was the first girl in our crowd to do her place entirely in French) thought I was the smartest thing! It wasn't until years later that I discovered my errors. And by that time, I was so thoroughly convinced I was a marvelous decorator. I

(*Continued on next page*)

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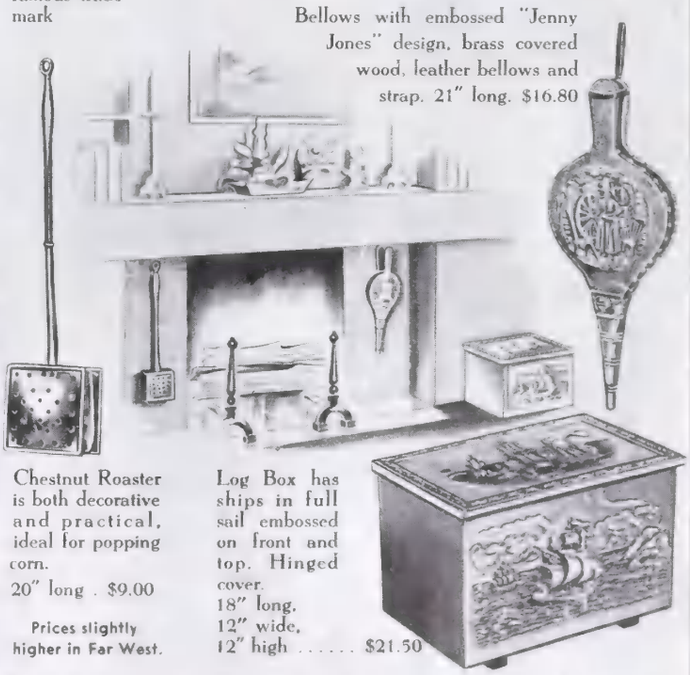
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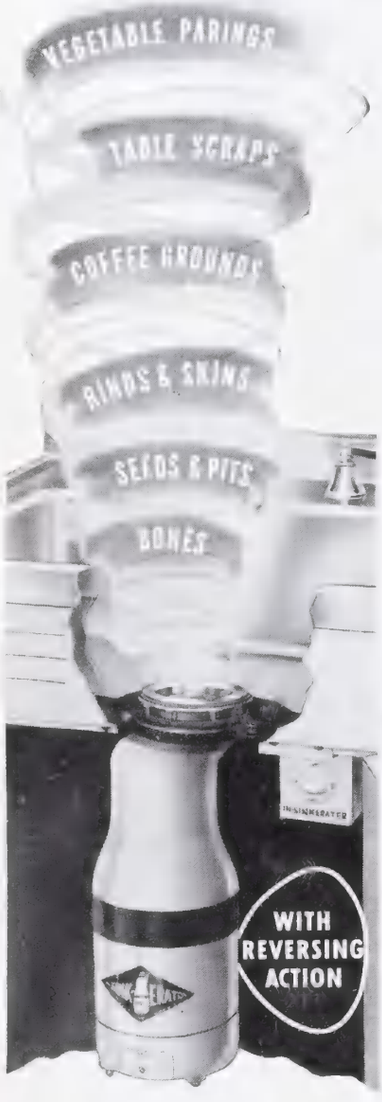
Log Box has ships in full sail embossed on front and top. Hinged cover.
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IT PAYS TO BE IGNORANT

CONTINUED FROM PRECEDING PAGE

didn't care. (I guess I do care now, though. When the love seat and chair had to be reupholstered, I'd have done them in splashy stuff again if I dared. But, by that time, I had got around to suspecting a little something, and I was afraid. It pays to be ignorant in more ways than one!)

There was the little matter of the bisque figurines, too. Before our Sue was born, I felt I wanted her welcomed by parents who owned family heirlooms. So I bought a few heirlooms from a family that lived around the corner. I bought several pairs of little old china men and women (so help me, that's how I referred to them, and not in whispers either), and I placed them around her room because they made the room look dainty, and they seemed somehow to belong there. They stayed there for a number of years until they got popular in places other than second-hand store windows and until the magazines began to wise me up. I coaxed them all away from Sue eventually (this wasn't as hard as it sounds because she leans toward Modern, the traitor), and spread them around the living room. Shortly after that they got to be nice decorating—terribly smart, indeed, quite scarce, practically unobtainable, and then out of reach financially. Today when somebody tells me those bisque figurines simply *make* the room, I just smile and say thank you. The truth is sometimes so darned dull!

Then there was the Unglazed Something Toast Rack. I was looking for a gift for my mother's anniversary, and, when I saw the Unglazed Something Toast Rack, I felt it was just the thing. The second-hand man from whom I bought it was a smarty who knew all the answers and insisted on telling me what everything was. (This adds to the price, I have since found out.) He had a cigar in his mouth when he made the announcement about the Unglazed Something, however, and, although I asked him to repeat it several times, I never found out exactly what he thought it was. All I knew was that it was a gadget for holding toast, and he wanted two dollars for it; it had small, beautiful flowers on and, therefore, it was Victorian.

I took the Unglazed Something Toast Rack home and I made a piece of toast to show my husband how pretty it looked. The toa didn't fit, though. No matter h thin you sliced the bread, the sl in the U.S.T.R. were too narrow couldn't give it to my mother l cause she has always been the pra tical type, and if you give her toast rack that won't hold toa she simply hands it back and as you to please exchange it for slip, size 38. So I put it away the pantry shelf on which I ke such items. Eventually it turn out to be French (wouldn't y know?), and it is for guess wha Letters! It stands on the little h table now and it's the most pra tical thing in the house. On da when six or seven manuscripts a rejected in the same mail, it hol them all without crowding.

The lowboy in the living room a case in point, too. Some yea ago I needed extra drawer spa and I took from my sister's attic dresser, which she no lon needed. I really wanted it for t upstairs hall, but after I paid t cartage I was sorry because didn't fit. It was too long and jutted out too far. I had the tru men carry it downstairs again, since they weren't going back Albany that same night, and sin they needed the truck space to h a local load, they promised to turn for it in the morning.

In the meantime, my husba arrived home and he had to fin place to sit (the dresser took practically the whole of the t downstairs hall which we use a sitting room). He and I toget lugged the dresser to the liv room, juggled the furniture arou a little, and pushed the dres against the wall to get it out of way. It didn't look *too* bad. I h to have drawer space downsta too, so we left it. Now when peo remark about the beautifu grained rope-edged lowboy knew nothing about grain exc bread, by the way, and I thou at first they were saying "do edged"). I say, "Yes, it *is* lov isn't it?"

To me, though, the nicest mist in connection with all this made by the sister of a friend mine. Sister was in town from Middle West on a visit, and Fri brought her here to call. As t drove home, Sister, who is re nishing and buying antiques for first time, said, "Isn't that ho simply *darling?*" Friend repl "Yes, and Jean got the stuff next to nothing." Whereupon Si said, "Look, maybe that's what think, but I've been buying it I know better!"



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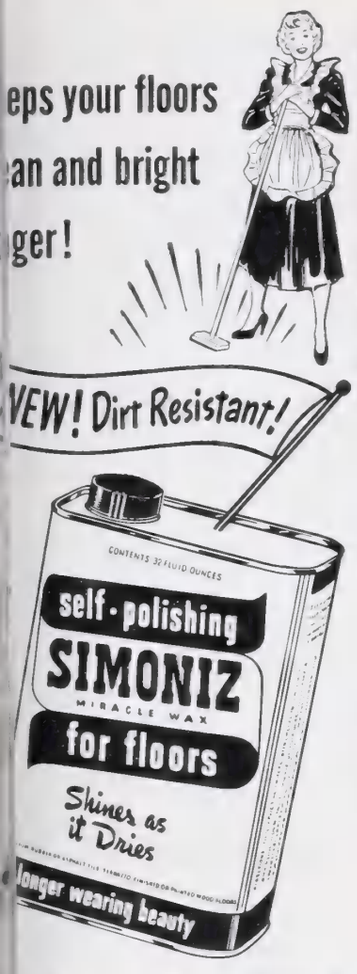
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MODERN OR TRADITIONAL?

CONTINUED FROM PAGE 89

Here is the list of sources for accessories that express the spirit of American Style:

Page 86

Left to right: Cornelison of Kentucky casserole from Southern Highlanders, Inc., New York, N. Y. Pitcher, mug, and tray of North Carolina Jugtown Pottery from Harry Burkhart, New York, N. Y. Covered jar designed by Marguerite Wildenhain from America House, New York, N. Y.

Page 87

Chair and table designed by Edward Wormley for Dunbar Furniture Manufacturing Co., Berne, Indiana.

Page 88

Cup and saucers, sugar and creamer, Rowantrees, Inc., New York, N. Y. Heirloom's "Lasting Spring" sterling flatware, Oneida, Ltd., Oneida, N. Y. Stedeware service plates, Stede, Inc., Chicago, Ill. Copper chafing dish, Hammacher-Schlemmer & Co., Inc., New York.

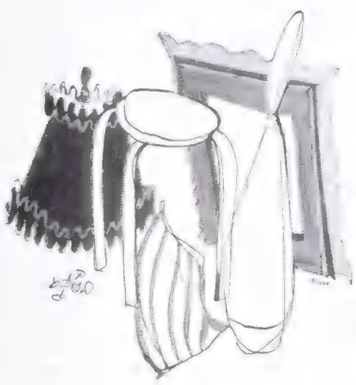
Page 89

Upper photo: Lobmeyr stemware, A. J. Van Dugteren & Sons, Inc. New York, N. Y. Blenko goblet and tumbler, Blenko Glass Co., Milton, West Virginia.

Center photo: Paul Blanchard's silver bowl from America House, New York, N. Y. Stedeware plate, Stede, Inc., Chicago, Ill. Roland Nadeau's silver sugar bowl from America House, New York, N. Y.

Lower photo: Walnut bowl and servers, by J. J. Jackson and the Stockdale tray from America House, New York, N. Y. Three Mountaineers mixing bowl from Southern Highlanders, Inc., New York, N. Y.

Accessories not listed above are either antiques or privately owned.



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Solid Mahogany Chest—down to the last detail of separate keys for every drawer, this Colonial Chest is a pure example of authentic reproductions in Solid Mahogany. Note graduated size of each drawer. Shown with authentic dining room chairs of the same period, it is equally at home in the living room, bedroom or hall.

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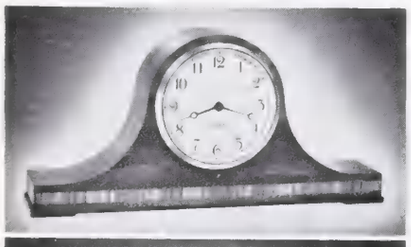
Chest from our open stock bedroom series in Solid Cherry with Cherry Veneers

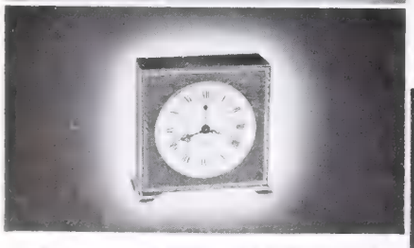
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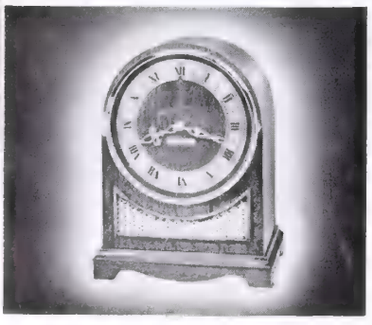




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SETH THOMAS
The finest name in clocks
ELECTRIC AND KEYWOUND

INSULATION MANUFACTURERS

CONTINUED FROM PAGE 166

You've read our article on pages 126-129 on why and where to insulate. Here is a comprehensive list of insulation manufacturers to refer to once you discover which product best fills your particular insulating requirements:

Loose Fill

Armstrong Cork Co., Lancaster, P.
Baldwin-Hill Co., Trenton, N. J.
The Philip Carey Mfg. Co., Lockland, Cincinnati 15, Ohio.
The Celotex Corp., Chicago 3, Ill.
The Carney Co., Mankato, Minn.
Eagle-Picher Sales Co., Cincinnati, Ohio.
Federal Portland Cement Co., Inc., Buffalo 5, N. Y.
The Flintkote Co., New York 20, N. Y.
Great Lakes Carbon Corp., New York, N. Y.
Johns-Manville Sales Corp., New York, N. Y.
Minnesota & Ontario Paper Co., Minneapolis 2, Minn.
N. L. Morell, Bethlehem, Pa.
National Gypsum Co., Buffalo 2, N. Y.
Northampton Mineral Wool Co., Easton, Pennsylvania.
Owens-Corning Fiberglas Corp., Toledo, Ohio.
The Pacific Lumber Co., San Francisco, California.
Perfect Seal Rock Wool Mfg. Co., Walworth, Wisconsin.
Riverton Lime & Stone Co., Inc., Riverton, Va.
Sealtite Insulation Mfg. Corp., Waukesha, Wis.
Standard Lime & Stone Co., Baltimore, Maryland.
Tenn. Products & Chemical Corp., Nashville 3, Tenn.
U. S. Gypsum Co., Chicago 6, Ill.
U. S. Mineral Wool Co., Milwaukee, Wisconsin.
Insul-Wool Insulation Corp., Wichita, Kansas.

Batts and Blankets

Air-O-Cel Co., Detroit 20, Mich.
Armstrong Cork Co., Lancaster, Pa.
Baldwin-Hill Co., Trenton, N. J.
Barrett Division, Allied Chemical & Dye Co., New York 6, N. Y.
Philip Carey Manufacturing Co., Cincinnati 15, Ohio.
Celotex Corp., Chicago 3, Ill.
Eagle-Picher Co., Cincinnati 1, O.
Flintkote Co., New York 20, N. Y.
Gilman Bros. Co., Gilman, Conn.
Johns-Manville, New York, N. Y.
Kimberly-Clark Corp., Neenah, Wis.
Lockport Cotton Batting Co. Lockport, New York.
Masonite Corp., Chicago 2, Ill.
Minnesota & Ontario Paper Co., Minneapolis 2, Minnesota.
National Gypsum Co., Buffalo 2, N. Y.
Owens-Corning Fiberglas Corp., Toledo, Ohio.
U. S. Gypsum Co., Chicago, Ill.
U. S. Mineral Wool Co., Milwaukee, Wisconsin.
Wood Conversion Co., St. Paul 1, Minn.
Certain-Teed Prods. Corp., Ardmore, Pennsylvania.

Aggregate For Insulating Concrete and Plaster

Universal Zonolite Insulation Co., Chicago 3, Illinois.
American Acoustics, Inc., Chicago 3, Illinois.
The Cleveland Gypsum Co., Cleveland 13, Ohio.
Great Lakes Carbon Corp., New York, N. Y.

Reflective Foils

Aluminum Co. of America, Gulf Bldg., Pittsburgh 19, Penna.

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nerican Flange & Mfg. Co., Inc., New York 20, N. Y.
T. Hogan & Co., Inc., New York 20, N. Y.
ra Insulation, Inc., New York 7, N. Y.
flectal Corp., New York, N. Y.
ynolds Metals Co., Richmond, Virginia.
e Sisalkraft Co., Chicago, Ill.
vercote Products, Inc., Chicago.
rtain-Teed Prods. Corp., Ardmore, Pennsylvania.

Boards and Blocks

mstrong Cork Co., Lancaster, Pa.
lotex Corp., Chicago 3, Ill.
rk Import Co., Englewood, N. J.
rk Insulation Co., New York, N. Y.
nt & Russell, Inc., Portland, Ore.
ntkote Co., New York, N. Y.
ns-Manville, New York, N. Y.
waiian Cane Products, Ltd., Culver City, California.
masote Co., Trenton 3, N. J.
izewood Insulation Co., Dubuque, Iowa.
sonite Corp., Chicago, Illinois.
nnesota & Ontario Paper Co., Minneapolis 2, Minnesota.
ndet Cork Corp., Brooklyn 11, N. Y.
National Gypsum, Buffalo, N. Y.
New England Fiber Co., Baltimore 18, Maryland.
Owens-Corning Fiberglas Co., Toledo, Ohio.
Pittsburgh Corning Corp., Pittsburgh, Pennsylvania.
Porete Mfg. Co., North Arlington, N. J.
Simpson Logging Co., Seattle 1, Washington.
United States Gypsum Co., Chicago 6, Illinois.
Wood Conversion Co., St. Paul 1, Minnesota.
Certain-Teed Products Corp., Ardmore, Pennsylvania.

Combinations

Air-O-Cel Co., Detroit, Mich.
Gilman Bros. Co., Ardmore, Pa.
Infra Insulation, Inc., New York.
Kimberly-Clark Corp., Neenah, Wisconsin.
Lockport Cotton Batting Co., Lockport, N. Y.
Masonite Corp., Chicago, Ill.
National Gypsum Co., Buffalo, N.Y.
Reflectal Corp., New York, N. Y.
Sealtite Insulation Mfg. Corp., Waukesha, Wisconsin.
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PHOTOGRAPHS BY MAYNARD PARKER



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(Continued on page 188)

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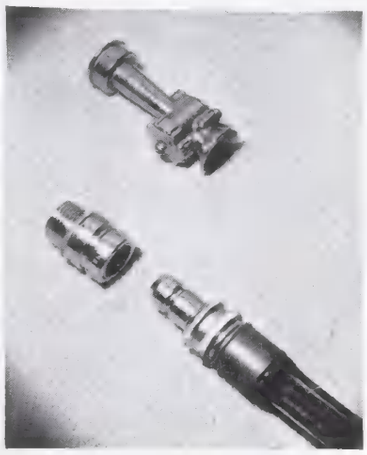
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Reynolds sheet aluminum makes excellent garden mulch. Sold by grocery stores. Use Bypas Featherweight grass shears for neat trims. Bypas Mfg. Co., Syracuse, N.Y. Ra-Pid-Gro contains so much plant food that this 2-pound package makes 350 gallons of growth booster. Ra-Pid-Gro, Dansville, N.Y.

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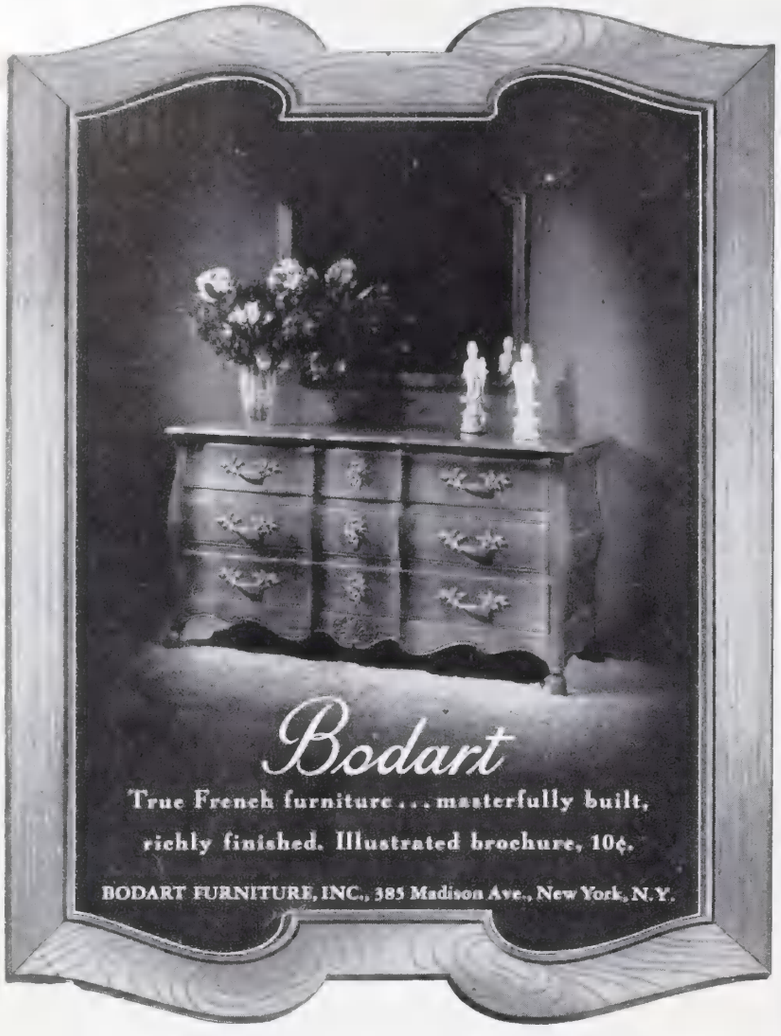
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A PINT-SIZE GARDEN

CONTINUED FROM PAGE 186



● Planting at front of the house serves a double purpose. It's both a foundation planting and a screen to cut off the area from public view. Gives you a cool place to relax when the sun is on other side of house. Even visitors coming to the front door can't see you.

PHOTOGRAPHS BY MAYNARD PARKER



● Still another retreat for you when the others are already occupied or too sunny. The ivy-covered hillside and the old tree make it a cool spot for a hot day. The fine mist from the fountain and the lack of bright flowers also make you feel cool.



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PHOTOGRAPH BY GOTTSCHO-SCHLEISNER

Don't be timid when you find you must end a wall or lower part of it because of a change in grade. A namby-pamby solution such as a lot of little jogs is no solution at all. Here you see one that is brought down in obvious steps. It serves its purpose, is pleasing to the eye.

How to cope with garden walls



PHOTOGRAPH BY RICHARD AVERILL SMITH

When you change the height of a wall, particularly where you want to continue it at its new level, hide the change behind a planting of shrubs. Plants take your eye away from the change and it passes unnoticed. This is especially true of free-standing walls.

(Continued on next page)

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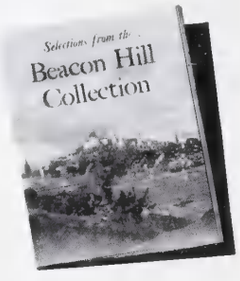
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HOW TO COPE WITH GARDEN WALLS

CONTINUED FROM PRECEDING PAGE



PHOTOGRAPH BY MAYNARD PARKER

• Could you end your retaining wall by doubling it back on itself and running it into the bank? This way you eliminate an end standing out like a sore thumb. Don't continue the wall indefinitely, just to taper it down. The bank also anchors the wall and holds it firmly.



PHOTOGRAPH BY GOTTSCHO-SCHLEISNER

• You can end a wall very easily behind a tree or shrub. Evergreens, either broad-leaved like rhododendrons or needle-bearing, are best for this purpose. They stay on the job all year round. You can also use the evergreens to screen a stile or a break in the wall.



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BLUEPRINT FOR A LADY

CONTINUED FROM PAGE 150

building would start up again, but that didn't discourage Alan. He suggested to June that she use the intervening time to shop for art, china, furniture, and accessories.

Her first impulse, he later told me, was to rush down to Benton's, the largest department store in Los Angeles, and to buy everything in one fell swoop. But diplomatically, Alan put his foot down.

"Now look, June," he explained, "you wouldn't play in a movie without first reading the script, would you? Well, it's the same way about furniture. You've got to get acquainted with the subject. You've got to learn your lines."

Whereupon he devoted his every spare moment to coaching her. He took her to furniture showrooms, china shops, fabric stores. They bought nothing—which must have taken some firm restraint from Alan, because I imagine June was itching for the thrill of throwing her new-made money around. (Instead, Alan insisted that they go merely as sightseers, examining everything, fingering cloth and china, thumping wood, comparing designs and deciphering hallmarks.)

Any time he heard of a worthwhile auction, no matter how far up or down the coast it might be, he'd call June and they'd fly off together to browse around—but never bid—and in those days that must have killed the Waters, a spotlight hog if ever I saw one.

Naturally, Alan was right there teaching her all the time, pointing out the good from the bad, the classic from the contemporary, the handmade from the machine-made, the formal from the informal. He even hired a cabinet-maker to explain the fine points of good furniture to her. He gave her books to read on such varied subjects as wood finishes and china, pressed glass and Georgian silver, and apparently he saw to it that she actually did read them. He led her to and through every important museum in the state. (As a by-product of her museum-introduction to oriental design, she developed the discriminating taste for jade which has resulted in the world-famous Waters Jade Collection.) Once he gave up a whole week to touring the studios of the best ceramists on the Coast. And while it's hard to understand how he could ever bear to do it, he ac-

(Continued on next page)



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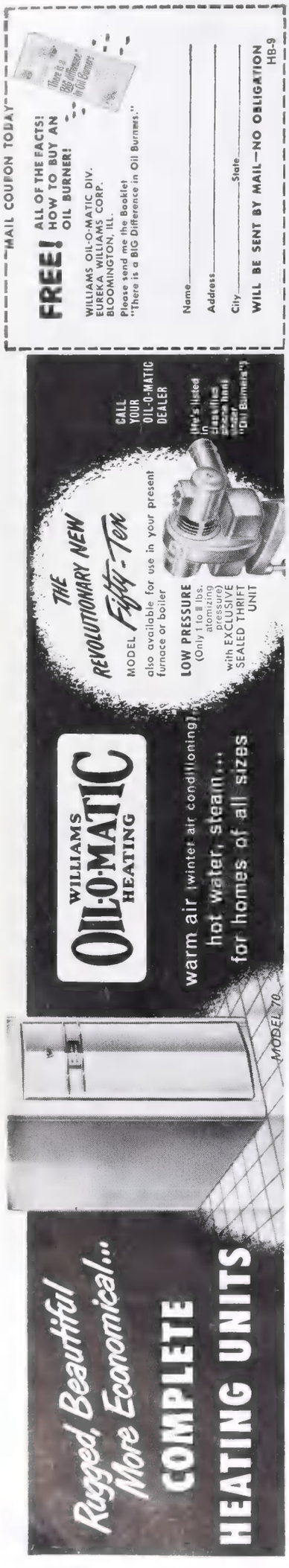
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BLUEPRINT FOR A LADY

CONTINUED FROM PRECEDING PAGE

tually took June to visit in the homes of his friends, all people who shared his cultured tastes and whose very tablespoons were lessons in good design.

I shouldn't have known anything about this if I hadn't run into Alan one day about a month after June's indoctrination had begun. He told me, like a father bragging about his little girl's report card, that they'd been on their first money-spending shopping trip that morning. They'd gone back to the department store to look at sofas and chairs, and June had punched cushions, tested springs, and appraised cabinetwork like a veteran. She then told a high-pressuring salesman—with perfect truth—that none of his stuff was worth owning, and marched out of the store. Alan said he felt like a surgeon who had given sight to a blind child.

I guess I'm a cynic by nature, but June's department-store antics filled me with no such ecstasy. "Alan," I said, "why don't you stop kidding yourself? You've sold June Waters a bill of goods, getting her to build that model house of yours. Now your conscience is bothering you, so, in order to soothe it, you're trying to impose your own standards on her. I'm telling you it won't work. She's a little too old to play Galatea to your Pygmalion. She's never had any taste and never will—in men, in clothes, in anything. I don't care how you do up that house or how much you teach her, you can't make a silk purse out of a sow's ear."

Alan, of course, refused to accept that. For a writer, he said I had a particularly closed mind. As a matter of fact, June was leaving on a USO tour of the country that night and had just asked him for a list of shops and museums to visit en route.

"And what did you tell her?" I asked, sarcastically.

"I told her," Alan said, "that when she hit Boston, it might be a good idea if she inspected the hooked rugs at the Fine Arts Museum. In New York I recommended the pewter and the lighting fixtures at the Metropolitan. I also told her to look up my brother so he can show her around the art galleries. When she gets to Virginia, I want her to visit Williamsburg, especially the Governor's Palace. The living room there has one of the handsomest needlepoint rugs I've ever seen. She's even going to st over an extra day in Albany look at the Shaker furniture in New York State Museum."

"And what makes you think," demanded, amazed at the ma gullibility, "that she's going to all that?"

"When people are seriou shopping," Alan said calm "when they really intend to spe money furnishing a house, th want their money's worth. Th like to know something about background of what they're b ing—what makes the differe between a good and a bad vers of the same thing. Once they kn a little about it the more they w to learn. June's in that spot ri now. She doesn't want to get stu That's why I think she's going listen to me."

"Alan, my boy," I said, "far it from me to disillusion you, I'll bet the only Shaker she'll on this trip is a cocktail shake

Alan shrugged his shoulders. two months," he said, "we'll which one of us was right."

In two months, however, I been drafted into the army shipped overseas.

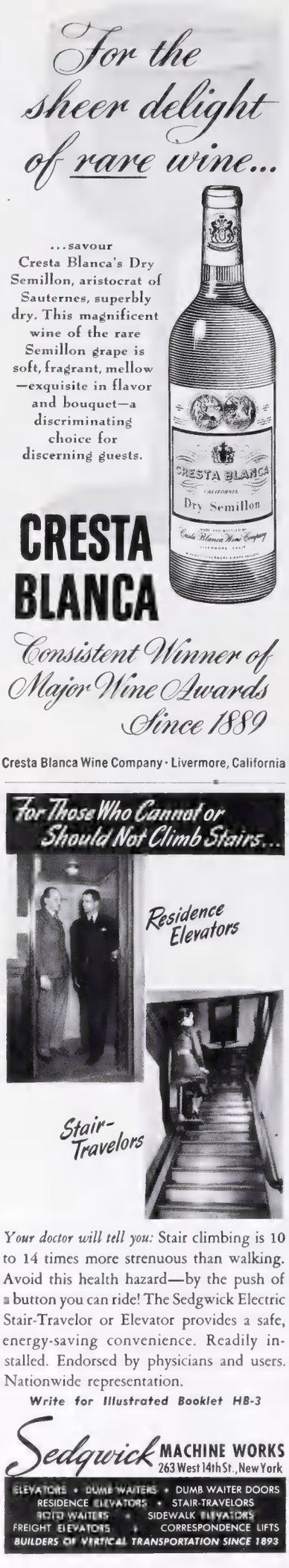
I spent three years in the se ice, then returned to Europe fo couple of years doing feature ries for a New York paper. thought of June Waters only wh I saw her on the screen which most infrequently.

Eventually, I reported back the studio, and after a week on lot, it seemed as if I'd never Hollywood. They gave me the sa old office, the same old typewri the same old secretary. Her na was Bertha, and at ten each mo ing she'd go out for coffee and turn with *The Hollywood Repo* or *Daily Variety* and I'd stop wo ing and scan the gossip column

I was lapping up this luxury day when an item in E Gwynn's column raised my brows. The item said that J Waters had eloped to Yuma v Alan Scott.

To make certain my vision wa playing tricks, I read the n twice. "Oh brother!" I said to self. "That poor chump!" I k the old saw about opposites attr ing, but this was hard for me take. After all, Scott was a refi educated, soft-spoken man, the k of man who early in life begin look like a distinguished fa portrait. On the other hand, J was June.

A few days later, I got a ding announcement and an in tion to a house warming. "This



told myself. "you can't miss."

I arrived at the Scott home early Saturday afternoon. as eager and curious as a neighborhood gossip. It was Alan's house all right. the tangible shape of the blueprint I had seen so many years ago when the house was only a day dream. It was simple. unassuming. but even from where I stood on the door mat there was a certain substantial beauty in its very simplicity. The battens looked as if the carpenters were proud of the way they had planed them. The stones in the terrace had a look of inevitable perfection. as if each one had been chosen for its precise position.

I was met at the door by June. I scarcely recognized her. Her hair was back to its original color, a soft. lustrous brown. She was dressed in a garment of subdued green. a dress which fit. and not at all like the elastic jobs she used to wear. Her smile was like the turning up of a lamp. She explained that Alan had gone to Westwood for some soda. and offered to show me around the place.

She spoke softly. with charm and tact. She was as warm and natural as her house; and the house. I must say. was pretty nearly perfect. inside and out. The Shaker pieces. the antique china. the Benton over the fireplace. the pewter—everything seemed to fit, to belong.

As June guided me. she talked with enthusiasm and a becoming kind of dignity about her house and how it had been put together. Moreover. she seemed to know what she was talking about. In pointing out different accessories, she described why and how and where she had bought them. She told me how she had commissioned two of her maiden aunts in Racine to copy the fabric designs onto her quilted bedspreads. We discussed the works of Grandma Moses and Aaron Bohrod whose paintings hung in the bedrooms. She confessed frankly that she had once thought that Early American meant copper pots. Currier & Ives, and lamps made out of coffee grinders. but that Alan had taught her differently.

As for me. I might as well admit I was pretty nearly speechless with amazement and delight. It was four years since I'd last seen her. but even so. it was difficult for me to believe that in four years any woman. especially this woman. could change so much. so completely, so much for the better. Her demeanor. her manner were so

(Continued on page 203)

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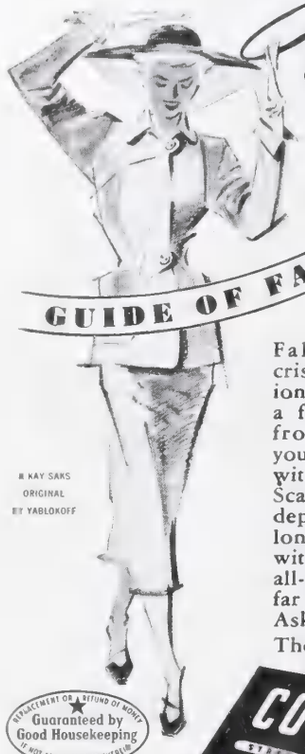
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The Man Behind The Hoe

SEPTEMBER HARVEST HINTS

Celery is often bitter if harvested while weather is still hot, but later the same planting may be of excellent quality.

Broccoli should never be allowed to go to flower. Harvest regularly to insure continuous production.

Tomato losses from cracking and decay can be reduced without loss of quality by picking when first color change appears.

Sweet corn suckers sometimes produce small but edible ears after the main crop is harvested.

Cabbage of the late varieties seldom split open, so may be left in the garden until you are ready to use.

Eggplant is best when fruit hasn't quite reached full size and seeds aren't yet fully developed.

Chard is best when coarse outer leaves are discarded. Store tender center leaves in refrigerator if not used immediately.

Watermelons, when ripe, usually have a brown tendril on the main stem opposite the fruit. Snapping melon with your finger for a deep sound is another clue to ripeness—a green watermelon goes "plink" and a ripe one goes "plunk."

RHUBARB REJUVENATION. Has your rhubarb "run out," producing only small stalks? Try lifting the clumps this fall and cutting into three or four pieces with a shovel and then reset in spaded and fertilized soil. Don't expect miracles next spring. The size of root grown during the past summer determines the vigor of next year's crop. But with reasonable care and judicious harvesting, subsequent crops will be improved.

FALL TRANSPLANTING. Cool days of late September are ideal for transplanting strawberries, bunching onions, and perennial herbs. There is still time for enough new root growth to anchor plants well before winter. Of course, southern gardeners will delay transplanting until the first cool fall days arrive.

NEW HERBS. You'll find a number of hardy perennial herbs ready for fall delivery by the herb specialists. Our family has never developed much enthusiasm for herbs, but this fall I'm planting some that are new to us, including the lemon-scented thyme and pot marjoram. Also a plant of the curly spearmint which southern herb fanciers declare to be the true julep mint.

SPACE FOR STRAWBERRIES. If you lack space for strawberries, try the stunt of my neighbor, Don Connor, who has a solid bed in one section of his flower border. Flanked by tulips in spring and followed by summer annuals, these strawberries are as attractive as anything he could plant.

PUMPKINS ASTRAY. The children have taken too seriously my earlier suggestion to eliminate artificial boundaries between flower and vegetable garden. Now there is a husky potato plant snuggled between the iris and a hill of pumpkins about to bring forth their first fruit where the verbenas are



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supposed to be. I guess if they really get interested in plants, garden design will follow in due course.

WEED SEEDLINGS. Check your lawn for new seedlings of dandelion and plantain a couple of weeks after the first cool fall rains. September is a good time to nip them in the bud with 2. 4-D. I've found early fall also a good time for killing large established lawn weeds. Vigorous growth of grass in fall and spring soon fills in the spots where weeds die.

MOISTEN COMPOST PILE. How's the moisture supply in your compost pile? Following a dry summer there may not be enough water to promote decomposition of the organic material. Hollow out the top of the pile to make a large basin and let the hose run into it slowly and long enough to really soak the pile.

START COMPOSTS SOON. I've found fall a good time to start a compost pile. Most of us are too busy planting in the spring and keeping cool in summer. Allowed to set through all of next year. compost started now will be in good condition for spring planting in 1952.

STUFFED RED PEPPERS. Last September after the sweet peppers had ripened. Del surprised us at dinner with baked red peppers stuffed with little breakfast sausages and golden corn cut from the cob. The peppers kept their red color beautifully. and I thought they were more tender than stuffed green peppers. It's a good way to use a little left-over sweet corn too.

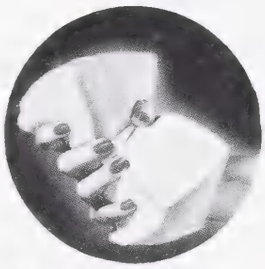
TOMATO THINNING. Will tomatoes. flowering now. ripen this fall? It takes about 45 days from blossoming in summer: a little more when weather is cool. So if your first frost comes in early October, September blooms won't quite make it. If plants are overloaded with blossom clusters that have little chance of producing fruit. snip them off now to improve size and quality of fruit already set.

ORCHARD SANITATION. Raking up and burying unusable fallen fruit is a good insect-and disease-preventive measure. Easiest way is to dig a shallow hole near the tree and rake the fruit into it.

Keith C. Barrons



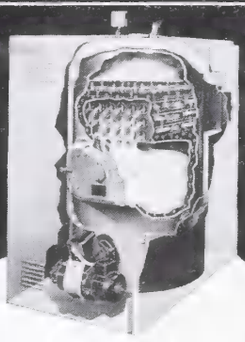
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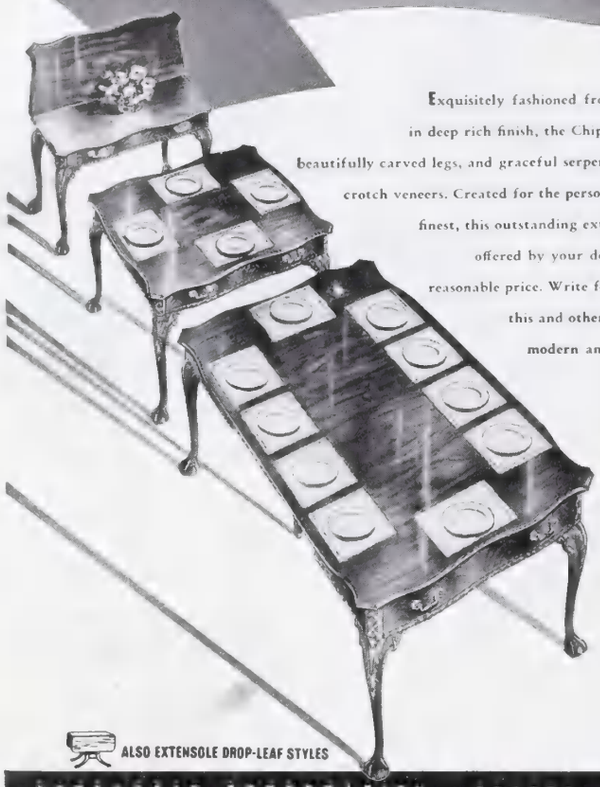
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Good gates for service yards

CONTINUED FROM PAGE 167



• Shiplap construction and extra width of this gate make the high wall seem less unfriendly. Solid, narrow gates look forbidding, invite the neighbors to criticize. Here gate and wall are painted the same attractive pastel color as house, so look a part of it.

PHOTOGRAPHS BY MAYNARD PARKER



• When you need air movement through same side of yard, use a gate like this. Keep openings high and their pattern strong so passers-by in a moving automobile won't really be able to see into the yard.

THERE'S TOO MUCH BUNK ABOUT LAWNS

CONTINUED FROM PAGE 130

inches deep regularly each week. Don't start watering unless you are prepared to keep it up all summer. To wet the soil four inches down you need what amounts to a blanket of water an inch deep—much more than you or anyone else has the patience to apply from a hose held in the hand. Get a good mechanical sprinkler. Leave it in place until the soil is wet four inches deep. Dig out a chunk of soil with your trowel to test this.

USE WEED KILLERS INTELLIGENTLY. Lawns cut high (2 inches), fed liberally, and watered thoroughly offer little chance for weeds to get started. But don't hesitate to use chemical weed killers if you see weeds invading the sod. Since lawn grasses grow fast in cool weather, apply weed killers in the fall (September) or spring (May). This allows the grasses to fill in the bare spots quickly. Or apply them in July and then reseed the bare ground in late August.

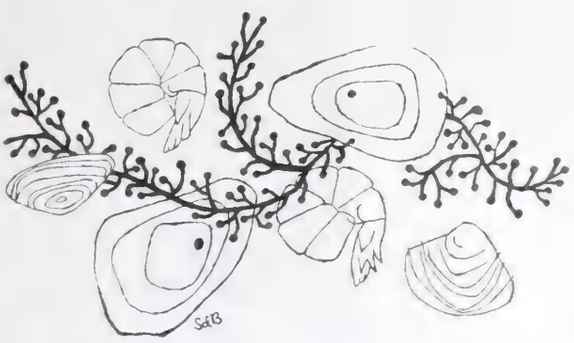
2,4-D kills dandelions, plantain, etc. without injury to the grass. But it kills clover, so don't use 2,4-D if you want to keep your clover. If you have crabgrass, spray the lawn in late May with potassium cyanate (lawn grass may turn brown for two weeks, but it recovers). Or wait until mid-July and then spray with phenyl mercuric acetate solution (PMAS) or spread "Scutl," a dry material.

CHOOSE A SEED MIXTURE HIGH IN BLUEGRASS CONTENT. If you are starting a new lawn or reseeding bare spots, always buy a special lawn mixture, not a single kind of grass. Mixtures are made so you get a quick cover of green (in ten days) while the slow-to-start permanent grasses are sprouting (often not for three weeks).

The price of the seed mixture depends mainly upon the amount and the quality of the bluegrass in it. The more you pay per pound, the more bluegrass you get—and the better the lawn, except in heavy shade. Look for the addition of fescue in the mixture for shady places.

Don't wait for the new wonder grasses you may have heard about lately—supposedly no more weeds. These grasses aren't likely to be available for another two or three years, if at all. Producing seeds of them is extremely slow and expensive. Bluegrass costs only a fraction as much to produce, and it makes a lawn that only the experts can distinguish from the new "special" grasses.

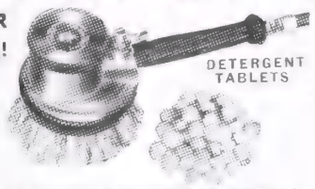
September or October is the best time to start a new lawn, and March or April second best. Late spring (after May 1) is hopeless. You'll get more weeds than lawn grass. Weeds thrive on hot weather, but newly seeded lawns barely manage to stay alive. So if you fail to get your lawn seeded before May 1, seed it to ryegrass to get a green cover for looks until mid-August. Then plow this under and reseed with your permanent lawn grass mixture.





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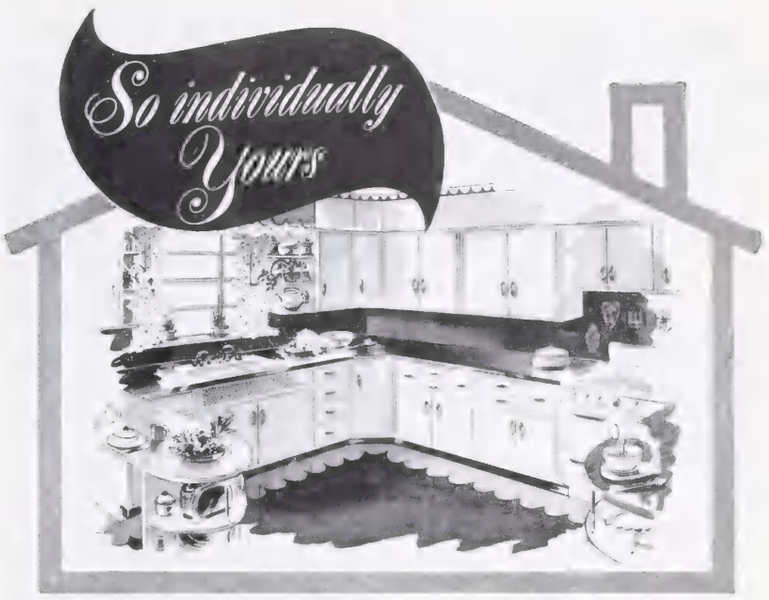


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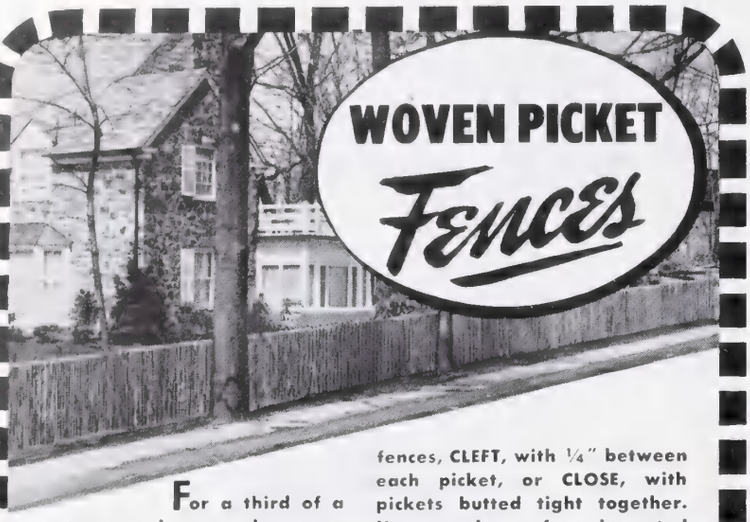
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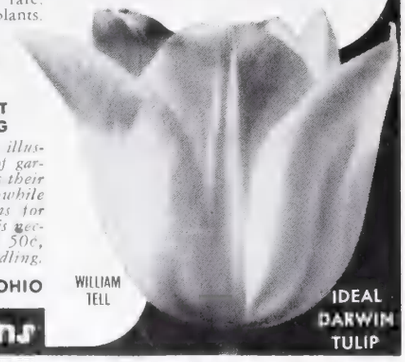
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GROUND LEVEL

SKETCHES BY JOHN BRIMER



For big flowers next spring, order top-size bulbs this fall and plan them at the proper depth. These are the two rules for success. The flowers develop from the stored strength in the bulbs, and for most kinds of spring bulbs the flowers are already present in miniature form within the bulbs when you buy them.

If you plant bulbs too deep, the developing flowers smother and the bulbs rot. Also, summer heat is hard on the bulbs. So, if you plant them too shallow, they split up into a number of bulbs too small to bloom. If they are planted at the right depth, even tulips need to be dug and replanted only once every three or four years

FALL IS A WONDERFUL TIME

CONTINUED FROM PAGE 110

of your show garden for summer bloom. Then pot-gardening can rescue you. Enjoy your full summer bloom, but in September replace these plants with in-bloom fall flowers grown in pots.

What fall flowers should you grow? Chrysanthemums, dahlias, and perennial asters (not the annual kind you grow from seeds) are the mainstays. Then choose from Japanese anemone, coreopsis, helenium, and purple coneflower. You can count on lots of bloom year after year from any of these hardy plants. As for the annual flowers you grow from seed, you can get gorgeous fall bloom from marigolds, petunias, and zinnias, but only if you plan for it. Marigolds need only plenty of water and an application of plant food to the soil in late August to look their best right until freezing weather arrives. If you cut off the old seed heads, your plants will produce a few more flowers than if left alone, but this is a job you can skip if you wish. Not so with petunias. If they have bloomed heavily all summer, you won't get much fall bloom unless you shear off the seed pods. Use your hedge shears and cut the whole plant back to within six or eight inches of the ground in late August. This removes most of the leaves, but within ten days new leaves will completely hide the bare stems. You'll get an even heavier fall bloom than you had during the summer because petunias thrive on hot days and cool nights.

Insuring full fall bloom on zinnias is trickier. These are hot-weather flowers. Often by September they are worn out, lanky, sometimes falling over, and usually leafless on the lower half of the plants except for a few rusted, dried remnants of leaves. But this is all so unnecessary. When your young zinnias get eight or nine inches high, pinch off the top two or three inches of the main stem. This will force the plants to branch; produce three to five branches instead of one main stalk. You delay flowering by several weeks, but you obtain a husky, branched plant that won't become top-heavy by September. Then to keep the lower leaves green and healthy, choose a place in your garden where the air circulates freely. Many people who notice the rusted, dried leaves on their zinnias erroneously think that exposure to the breezes has caused the trouble. So they deliberately choose sheltered spots—and thereby intensify their troubles. Rusting of zinnias is a disease that spreads on plants growing in moist, stagnant air. Regular weekly applications of an all-purpose garden dust keeps the disease under control. Nature will do this automatically if you keep your zinnias away from "dead" air spots.

Good fall gardens are rare, because few people plan for them. You can't leave them to chance.

BLUEPRINT FOR A LADY

CONTINUED FROM PAGE 197

charming, so poised, that if I had not known, I should have insisted that June Scott had been this way always.

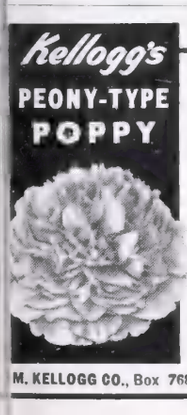
Alan returned in a short while, and he was genuinely glad to see me. He fixed drinks and we drank to the occasion, and then he took me for a stroll through the gardens. He asked what I'd done in the war and listened attentively while I told him. Presently, I shifted the conversation gears, and, in true Hollywood fashion, I exclaimed that his house was "simply terrific."

"I'm glad you like it," he said, "but what I really want to know is what you think of June. Tell me—on the level."

"Have you ever heard the story of Picasso and Gertrude Stein?"

Alan Scott fixed me with a smile. "Yes," he said, "I believe I have."

"I'm sure of it," I said.



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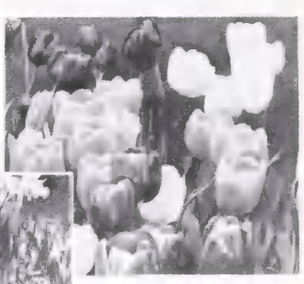
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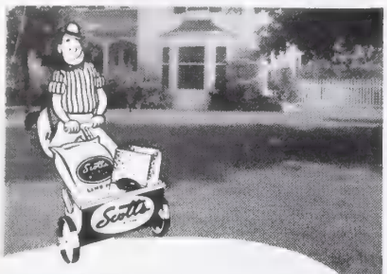


Dealers displaying this emblem have booklets telling how to plant with helpful ideas to use in your own garden.

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The LOG of the Practical Gardener

J & P

If you are near Rochester, New York, this month, go on over to Newark, New York, to visit the Jackson & Perkins rose garden, now four years old and the best rose show in America. The fall bloom should be the best of the whole year. The garden is open seven days a week.

Tulips

Don't let September slip by without a tulip order in the mail. No garden should be without at least a dozen each of Red Emperor, Clusiana, Mayblossom, Pride of Haarlem, Clara Butt, Mrs. John T. Scheepers, and Eros.

Revival

The rock garden craze of the Thirties appears to be enjoying a resurrection in America, but fortunately the plantings are leaning heavily on evergreen, woody plants instead of the transitory alpines of two decades ago. There's a big improvement in taste, too, among the designers. America needs good rock gardens. They offer one solution to the need for a good 12-months' view from today's big windows and glass walls.

No shade

Were you lacking in shade this summer? Then put in your order for a tree to be moved in this winter. Order now and the nursery can make a selection that will fit your specifications for fall color of the leaves. You might as well have the best. (There's a big difference between individual trees of the same general kind.)

A Garden Full of Darwin Tulips



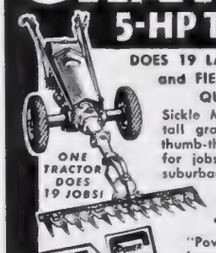
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New plants—next year

Perennial flowers started from seed in September will be ready to go into their permanent places next spring. You'll get bloom next summer—saving a whole year over the usual timing. I can't understand why so few people use this trick.

Wonderful

Canterbury bells and foxglove are wonderful plants—because they are so full of character. Too many people ignore them because they aren't as foolproof as, for instance, iris. But they are worth every bit of trouble. Suppose they do only live for two or three years? They are easy to start anew from seed.

Fall planting

I've been on the fence for years about the business of fall planting. The advantages are obvious—nurseries have more time to pack the plants better, the plants are freshly dug instead of out of a winter in cold storage, and you do get the choice plants of the lot instead of something from a picked-over collection. But there is more risk of non-survival if the winter happens to be bad. I've checked survival carefully (fall- against spring-planted) for the past five years—and there hasn't been enough difference to give up all those advantages of fall planting. Try it yourself this year.

Winter heat

It's not too late to order a home greenhouse to be erected before frost. Then you'll garden through all 12 months. More than likely your present heating plant can heat your greenhouse, too. Why not enjoy fresh flowers from your own garden all winter long?

Summer snip

Don't let your wisteria, trumpet-creeper, etc., grow into a tangle of shoots. Snip back each new shoot to three feet now. You'll only have to cut away the excess growth next spring, so you might as well nip it off now. Getting rid of some of the leaf growth cuts down the need for soil water.

Faster than you think

Many people put off starting privacy plantings "until we can afford to buy big plants." Better to start them at once. You'll be surprised how fast they grow.

Shoosh

Last spring I had occasion to visit a number of the redwood groves. Ever notice how amazingly efficient these trees are as sound stoppers? On a smaller scale, you can apply the idea to your home grounds. Any evergreen can help give you privacy from the noises of industry and passing traffic.

Mint walk

Looking for a loose, green carpet to grow between bricks or paving stones? Try the Requien mint. I saw it in Seattle recently. It's so fragrant it perfumed the air when a foot brushed against it. Seattle gardeners thought it should be hardy in the East at least to Philadelphia, and probably New York.

—Joseph E. Howland



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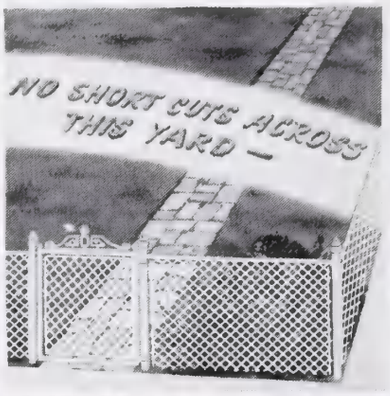


If your lawn gets a heavy leaf fall, this "Carry-all" leaf cart can save much time. Let one side down, as shown, then rake leaves into the canvas. Put side back in place and wheel to your compost pile. Lodge & Shipley, Inc., Cincinnati, Ohio.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



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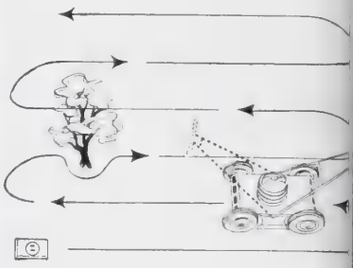
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HOW TO USE AN ELECTRIC MOWER

PHOTOGRAPH BY LOUISVILLE ELECTRIC MFG. CO



Electric mowers, like this "Pionee rotary, will do any grass-cutting i you can do with a hand mower.



Lawn owners interested in pow mowers often are surprised to lea that they can buy a light-weig machine which operates from t regular household 110-volt curre

Once they hear about electr mowers, they wonder how to ke from accidentally cutting the el tric cord. Actually, it's no trick all if you mow back and forth, sketched above. Trees—which see such a problem to the uninitiate won't give you any trouble. Y can NOT mow round and roun the way you use your hand mow

Be sure you buy a mower sp cially designed for use with electric motor—not just a ha mower souped up with an electr motor as an afterthought. The m tor itself must be made for la mowing, since the usual househo electric motor doesn't operate sufficient speed to cut the gra neatly and to prevent formation windrows of the grass clippings.

Rotary mowers cut whether y push them forward or backwa Some manufacturers supply rev sible handles so that you mer flip the handle when you reach t end of the swath. This can save lot of time for you. All reel-ty mowers, of course, cut only in direction, so you must make a turn at each side of the lawn. Th is no danger of nicking the elect cord as long as you always t AWAY from your last cut.

Use only the insulated elect cord furnished with mower.

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7 Libbey "Crystal Leaf" Stemware
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135 *Royal Doulton Dinnerware
188 *Seneca Crystal
167 *Spode Dinnerware
2 Steubenville Pottery—Russel Wright
61 Universal's "Ballerina" Dinnerware
70 Wallace Sterling Silver
95 *Watertown Lifetime Ware
36 West Bend Aluminum Serving Accessories
185 *West Virginia Glass Epergne Parfaits
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CLOCKS

84 *Seth Thomas Clocks

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71 *Boltaflex Plastic Upholstery
33 Celanese Decorative Fabrics
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92 Mead & Montague Decorative Fabrics

FIREPLACES & ACCESSORIES

78 *Flexscreen
46 *Heatilator Fireplace
81 *Peerage Brass Fireplace Accessories

FLOOR COVERINGS (RUGS & CARPETS)

31 Bigelow Vanity Fair Carpets
58 *Firth Carpets
ck
ver Gulistan Carpets
89 *Magee Carpets & Rugs
65 *Olson Rugs
12 *Smoothedge Tackless Carpet Installation
83 U.S. Sponge Rubber Rug Underlay
48 *Wunda Weve Cotton Rugs

FLOOR COVERINGS (HARD SURFACE)

91 Kencork Floors

FURNITURE

44 *Albert Modern Furniture
08 *Baker Furniture
94 *Beacon Hill Furniture
88 *Bodart Furniture
71 *Boltaflex Upholstered Furniture
59 *Continental Furniture
83 *Craftique Authentic Reproductions
46 *Dunbar Modern Furniture
200 *Extensole Tables
197 *Harvard Hollywood Bed Frames
179 Home Furnishing Center
147 *Hungerford Solid Mahogany Furniture
177 Jamestown Stephen King Chair
68 *Kling Bedroom Furniture
21 Mersman Tables
76 *Midland Tables
163 *Molla Cast Aluminum Furniture
184 *Morganton Furniture
181 *Romweber Originals
174 *Rway Furniture
167 *Sieling Modern Furniture
173 *Tell City Chairs
186 *Union-National Unité China Cabinet
155 *Unique Furniture Makers
199 U.S. Koylon Foam Cushioning for Furniture
152 *Virtue Chrome Furniture
157 *Whitney Maple Furniture
193 *Widdicomb Di-Functional Table

LAMPS

168 *Sightron by Lightolier
154 Verplex Lamps & Shades

LINENS & BEDDING

Inside Back Cover Callaway Towel Ensembles
150, 151 Cannon Towels
22 Fieldcrest Bedspreads
165 Hi-Jacs
134 *Kenwood Blankets
161 *Masslinn Napkins
197 *Merribee Art Embroidery
140 Pequot Percale Sheets
69 St. Marys Blankets
132 *Utica Beauticale Sheets

MATTRESSES

197 *Perm-A-Lator Wire Insulators for Mattresses
73 Serta Mattresses
5 *Spring-Air Mattresses

MIRRORS

176 *Nurre Mirrors

RADIOS, PIANOS, MUSICAL INSTRUMENTS

78 Admiral Radio-Phonograph-Television
200 *American Society of Piano Technicians
185 *Everett Pianos
71 General Electric Radio-Phonograph
72 *Hammond Organs
147 Magnavox Radio-Phonograph-Television
159 Motorola Television-Radio-Phonograph
155 *RCA Victor Records

SHADES, BLINDS, WALL COVERINGS

64 Stockwell Wallpapers
173 Strahan Wallpapers
138 *Wall-Tex Fabric Wall Coverings

MISCELLANEOUS FURNISHINGS

9 Evans Table Lighters
197 *Magi-Color Drip Candles
146 Will & Baumer Taperlite Candles

Housekeeping Equipment

MAJOR & SMALL APPLIANCES

139 *Frigidaire Electric Dehumidifier
172 Gas Water Heaters
15 *General Electric Automatic Dishwasher
182 *In-Sink-Erator Garbage Disposer
163 *Necchi Sewing Machine
201 *Trade-Wind Super Clipper Kitchen Ventilator
201 *Tucker Detergent House Washer
150 *Vent-A-Hood Kitchen Cooking Ventilator
10, 11 *Youngstown Automatic Dishwasher & Electric Sink

KITCHEN CABINETS

201 *Coppes Napanee Kitchens
Inside Front Cover *Formica for Kitchens
169 *Geneva Modern Kitchens
153 *Kitchen Maid Kitchens

UTENSILS

194 *Epicure Ceramic Cook Ware

MISCELLANEOUS SUPPLIES

199 Aristo-Mats
145 *K-Veniences for Kitchens
201 Lexol Leather Conditioner
161 Magic-Stitcher
183 Simoniz for Floors
197 Sure-Grip Airfoam Rubber Stabilizers for Pictures & Mirrors

Building

ELEVATORS

196 *Sedgwick Residence Elevators

HEATING, VENTILATING & AIR CONDITIONING

57 *American-Standard Oil & Gas Heating Units
164 *B&G Hydro-Flo Heating
195 *Burnham Base-Ray Radiant Heating
156 *Chrysler Airtemp Home Heating
166 *Dunham Baseboard Heating
199 Fitzgibbons Steel Boiler
146 *Heatilator Fireplace
187 *Mor-Sun Furnace
182 Nu-Way Oil Burners
145 *Silent Glow Oil Burners
75 *Waterbury Furnaces & Air Conditioners
142 *Webster Baseboard Heating
196 *Williams Oil-O-Matic Oil Burner

INSULATION

175 *Johns-Manville Rock Wool Insulation

PAINTS

187 *Cabot's Collopakes
175 *Ramuc Enamel for Pools

PLUMBING

198 *Case Bathroom Fixtures
143 Church Seats
36 Crane Plumbing Fixtures
149 *Elkay Lustertone Sinks
23 *Kohler Plumbing Fixtures

WINDOWS & DOORS

139 *Alcoa Aluminum Windows
195 *Burrowes Combination Windows
180 *Cinco Combination Windows
148 *Modernfold Doors
141 *Rusco Combination Windows
165 *Truscon Steel Windows
199 *Warner Screen & Storm Sash Combinations

WOODWORK

77 *Bruce Hardwood Floors

MISCELLANEOUS BUILDING

160 *Blue Ridge Patterned Glass
186 Brown's Supercedar Closet Lining
195 *Cutler-Hammer Multi-Breaker
178 *Mississippi Structural Glass
13 *Portland Cement Assn.
183 *Romany Clay Tiles
199 *Schlage Locks
184 *Soss Invisible Hinges
170 *Vitrolite Glass Paneling
45 *Weldwood Plywood Walls

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES

206 *Anchor Fences
204 Briggs & Stratton Gasoline Engines for Garden Equipment
204 *Gravely 5-HP Tractor
205 *Habitant Rustic Wood Fences
202 *Rusticraft Woven Picket Fences

FERTILIZERS & INSECTICIDES

206 Armour Vertagreen

SEEDS, BULBS, NURSERIES

202, 204 *Ackerman Nurseries
203 Associated Bulb Growers of Holland
202 *Brand Peony Farms
202 *W. Atlee Burpee Co.
206 *The Conard-Pyle Co.
204 *Dutch Import Bulb Co.
202 *Emlong's
203 *Flower City Inc.
203 *R. M. Kellogg Co.
204 *Krider Nurseries
204 *Maloney Bros. Nurseries
204 *Pitzonka's Pansy Farm
204 *Max Schling Seedsmen Inc.
204 *O. M. Scott & Sons
204 *Stumpp & Walter
204 *Ty-Tex Nurseries
205 *U.S.-Dutch Bulb Corp.
202 *Wayside Gardens
204 *Willis Nurseries

TREE EXPERTS

14 *Davey Tree Expert Co.

Apparel

62 *Berle Delineator Bras

Automotive

24 Ford Fordor Sedan & Station Wagon
33 Pontiac Motor Cars

Books

61 Homecrafts
63 McGraw-Hill Book Co.

Entertainment, Sporting Goods, Toys

35 20th Century-Fox Pictures

Foods & Beverages

165 *Beau Monde Seasoning Salt
196 Cresta Blanca Wine
137 Martini & Rossi Vermouth
175 Myers's Rum
34 Old Schenley Bourbon Whiskey
187 Piper-Heidsieck Champagne

Stationery & Cards

3 Crane's Stationery
201 *Fanmour Christmas Cards
197 *Friendship Christmas Cards

Travel

179 *British Railways
177 *European Travel Commission
67 Grace Line
179 The Greenbrier

Miscellaneous

200 B. & B. Photo Developing
199 *L. Bamberger
201 Lowe's, Jewelry Brokers
197 *Rose Smelting Co.

Department, Furniture, Jewelry & Specialty Store

39 Black, Starr & Gorham
27 Custom-Bilt Furniture Studio
26 *J. F. Day & Co.
38 *Jan's Modern Lamps
1 *Georg Jensen
28 Mecklenburg Furniture Shops Inc.
29 Spencer's Silver Suite

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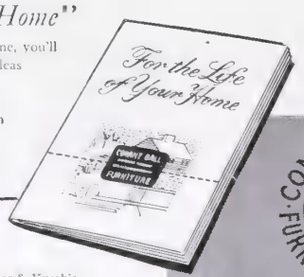


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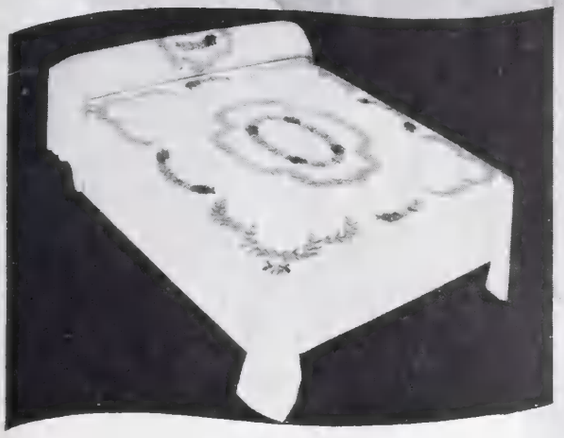


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• On our cover is a glamorous indoor-outdoor setting for dining in a new kind of house—the playhouse. It is a house born of our times, that pampers the people who live in it and sets a new standard for luxurious living. You can learn more about it in an article by Jean Murray Bangs, starting on page 153. See pages 154-166 for other photographs of this house which was designed by Architect Henry L. Eggers. The interiors and custom-made furniture were designed by T. H. Robsjohn-Gibbings.

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Vol. 92 No. 10

OCTOBER 1950

THE AMERICAN STYLE
The Index of American Design 137
You Can Trace the Roots of the American Style to America's Folk Art 138-139
Old Prophecies Are Coming True 140-145
First House of the Year 146-152
The Playhouse, a New Kind of Luxury, Born of Our Times 153-166
The American Passion for Efficiency 167-169
What Is Folk Art? 274-275

CLIMATE CONTROL
Report on the Climate Control Project 173
What Is Climate Control? 174-175
There Are Only 7 Devices you Can Manipulate to Get Climate Control 176
Twelve Important Comfort Facts in Any Climate 177
The 3 Simple Climate Ideas 177
What Have You Learned About Climate Control to Make Your Life Easier? 178
The Most Revolutionary New House of the Last 50 Years 179-188

BUILDING
First House of the Year 146-152
The Playhouse, a New Kind of Luxury, Born of Our Times 153-166
The Most Revolutionary New House of the Last 50 Years 179-188
My House Was in the Lab for 20 Years 180-181
Revolutionary! But Who Would Guess It? 182-183
My Whole House Is Mirrored for Comfort 184-185
The Heart of My Comfort System Is in the Ceiling 186-187
These Pioneers Opened Up New Frontiers 188

DECORATING
You Can Trace the Roots of the American Style to America's Folk Art 138-139
Old Prophecies Are Coming True 140-145
First House of the Year 146-152
The Playhouse, a New Kind of Luxury, Born of Our Times 153-166

GARDENING
To Have a Green Winter Garden, Fertilize Twice This Fall 172
Work-savers for Gardeners 200
The Log of the Practical Gardener 251
The Man Behind the Hoe 266-267
If You Must Change Your Grade 276-277

FOOD AND ENTERTAINING
Not Just for Company! 170-171
Pantry Shelf News 197-198

HOUSEKEEPING AND MAINTENANCE
It's Worth Mentioning 130
The American Passion for Efficiency 167-169
Take It Easy, Lady! 210-212

TRAVEL
How to Leave Home and Like It 132

OTHER FEATURES
Window Shopping 37-119
Sullivan and Gilbert 121

ADVERTISING INDEX 281

The magazine dedicated to the business of better living

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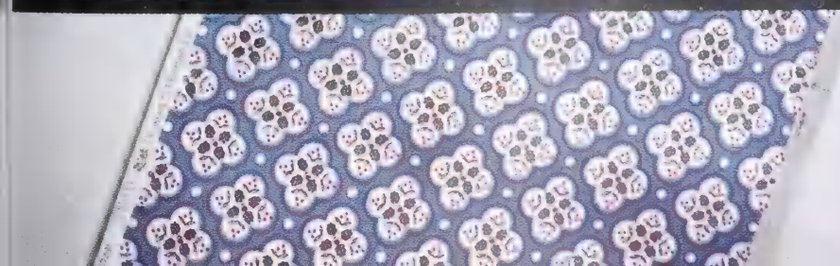
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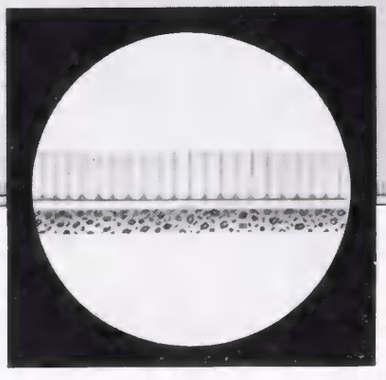


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Habitant

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"THE HABITANT LINE . . . PERFECTION IN PINE"



There's beauty and good living in a CONCRETE HOUSE

Your family will enjoy a lifetime of security and comfort in a house built with sturdy concrete masonry walls, concrete floors and a firesafe roof.

Concrete imparts beauty and character to any house because concrete masonry can be laid in a wide variety of pleasing and distinctive patterns. The walls can be left natural, painted any color with durable portland cement paint or stuccoed in beautiful textures.

A concrete house, properly insulated, provides year-round comfort in any climate. It's warm in winter and cool in summer. Being weathertight, it stays clean and dry in all seasons.

A concrete house also is economical to own. Its first cost is moderate, it requires little maintenance and it gives long years of service. That means true ***low-annual-cost*** shelter.

A concrete house provides maximum resistance to storms, decay, termites and vermin. It's also firesafe. *Concrete can't burn!* There's no better protection for loved ones or prized possessions.

Before you turn a spadeful of earth investigate the many advantages of owning a concrete house. Write for a free copy of the illustrated booklet, "*Why People Like Concrete Homes.*" Distributed only in the United States and Canada.

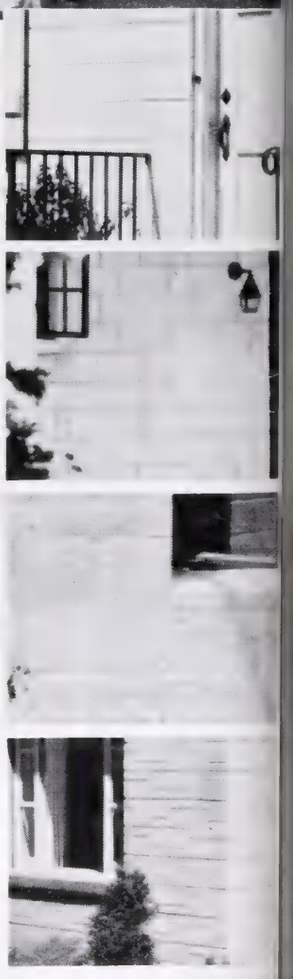
HOW TO GET YOUR CONCRETE HOUSE . . . *and what will it cost?*

Phone a local concrete masonry manufacturer for names of architects and builders experienced in concrete house design and construction. They know conditions in your community and can answer your questions about plans and costs. Take any plans or sketches you have obtained from any source to an architect. Have him show you how your home—of any size or style—can be built economically with concrete walls and subfloors and a firesafe roof.

Architect-Designed Houses Stay Young Longer

PORTLAND CEMENT ASSOCIATION
Dept. 10-19, 33 W. Grand Ave., Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work



The above photos show four pop ular ways in which concrete ma sonry can be laid. There are man other treatments that give sturd concrete masonry walls lastin distinction, charm and beauty



You can build a charming concrete house in any architectural style or size on any floor plan

Saves you over 200 hours of work a year!
Frees your hands from dishpan soaking!

NO OTHER AUTOMATIC DISHWASHER CAN MATCH THIS GREAT NEW G-E!



UNTIL you've tried it, it's hard to believe what a marvelous convenience this great *new* General Electric Automatic Dishwasher is!

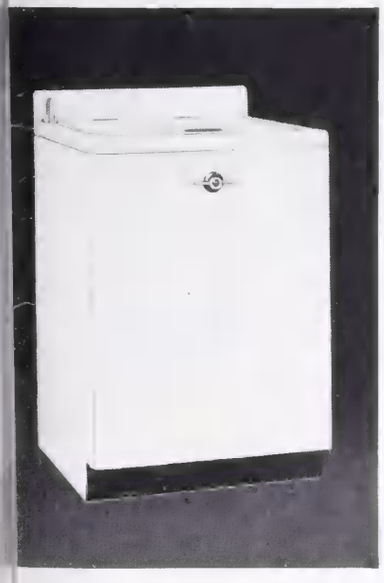
With many superb *new* features—a combination of features you can't get in *any* other dishwasher—it'll spare you over 200 hours of hard, disagreeable work every year, give you over 200 long hours of *extra* leisure time!

It'll save your hands. (They needn't soak in a dishpan again!) It'll save your soap and dish towels—to say nothing of your disposition!

If ever a kitchen appliance was a sheer blessing to the American housewife (and to husbands who have to help with the dishes), it's this *new* G-E Automatic Dishwasher!

COMBINATION MODEL

Automatic Dishwasher built in with the G-E Sink. Porcelain-enameled sink has steel cabinet with ample storage space. The famous G-E Disposall® can be readily installed in it!



FREE-STANDING MODEL

The wonderful new G-E Automatic Dishwasher that will match standard base cabinets.

THE *NEW* G-E DISHWASHER HAS *ALL* THESE FEATURES:

Completely Automatic—Turn one simple control and dishes, glasses, pans and silver are washed, rinsed and dried—*sparkling clean!*

New Power Pre-rinse—Flushes food particles off dishes, out of the dishwasher. Then, after washing, there are two *more* power rinses!

"Spray-Rub" Washing Action—Gets rid of sticky foods and grease! New Wash-Action Regulator gives uniform action for many dishes—or just a few—and protects your fragile pieces!

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Drying by Electrically Heated Air—Heated air is circulated up around the dishes—rapidly drying everything to a diamond-bright glitter!

Top Opening for Easy Loading—No tiresome bending or stooping!

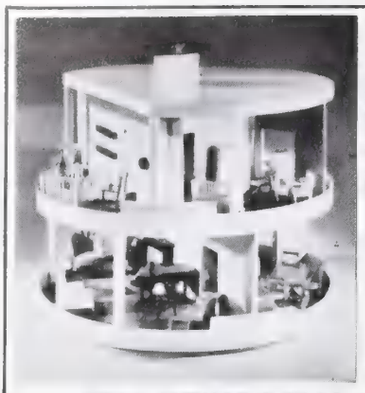
Giant Capacity—washes complete family service for eight—once-a-day dishwashing for an average family of four!

Long-lasting Dependability—General Electric's name assures you long years of top-quality performance.

FREE DEMONSTRATION—Ask your G-E dealer to show you the *new* G-E Automatic Dishwasher in actual operation! (You'll find your G-E dealer listed under "Dishwashing Machines" in your classified telephone directory. Or write to General Electric Co., Appliance and Merchandising Dept., Bridgeport 2, Connecticut.)

You can put your confidence in—

GENERAL ELECTRIC



ROUND DOLL HOUSE

A brand new doll house, revolves on its own turntable so as many as 5 children can play with it at one time. The 6 rooms and sun deck are completely furnished; there's a real stairway, all rooms are open and completely accessible, and the chimney is a convenient carrying handle. 63" around and 19" high.

$19.98, plus $1.00 postage



DOLL HOUSE DOLLS

Plastic dolls that are just the right size for the doll house. Unbreakable, rubber-like in appearance they are washable, can be dressed and undressed and are adjustable to various positions.

Mother, Father, Boy and Girl, set.....$4.00—25¢ postage
Individually boxed, Twin Babies, Boy, Girl.....85¢ ea.—25¢ postage
Mother, Father, Grandmother, Grandfather, Maid, Nurse, Colored Cook, Gardener, Policeman, Mailman, Doctor, Colored Maid, School Teacher, Minister, Indian Brave, Indian Maid .....$1.00 ea.—25¢ postage
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The Children's Shop

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Create a **CHINA DOLL** *with a* **JENNIE JUNE KIT**

You'll love old-fashioned Jennie!



and her brother, James. They are 14½" tall.

KIT—with china head, arms and feet, patterns, directions for making doll & clothes $2.70 each

DOLL UNDRESSED—assembled, patterns for clothes $4.30 each

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Hair Colors: black, brown, blonde, red, gray

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Royal Crown Derby

Bone china * Made in England



Sugar & Creamer **$5.50** pair

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Ashtray **$2.00** each

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Check or M.O. please

In "Posies." A pattern of gay English flowers on white china edged with gold.

Martin's

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FIRESIDE SEAT

IN BLOND WOOD **$12.50**

A perfect gift! Express Collect

From the mountains of Mexico comes this beautiful "extra" seat for living room, library or porch. May also be used as a foot rest, or low smoking table. Hand-made with sturdy hand-wrapped palm top on a rugged natural wood frame. Perfect for the small apartment. Size: 17½" square x 10" high.

Sorry, no C.O.D.'s. Dept. HB-10

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Write for illustrated gift catalog.



FAITHFUL HOUND DOGS—Andirons

This handsome pair of hounds will take very seriously the job of guarding your hearth. Made from a very old American pattern, they are available in two sizes.

18" High with adjustable log rests weight 47 pounds
SOLID BRASS DOGS.....$29.95
Cast Iron, Black satin finish..... 19.95

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Catalog other sizes 12 cents Transportation Collect

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206 Louise Avenue N. Nashville 5, Tennessee



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Merchandise, except personalized items, may b returned for refund by firms involved. Pric subject to change. Happy Window Shoppin



IF HE SMOKES A PIPI and if you'd like to be the gi of his pipe dreams, here's t grandest man's gift we know. combination pipe rack and h midor, in solid mahogany or w nut, is mounted with a han crafted copper plate that com with his college seal or his i tials. It holds ½ lb. of tobac and six pipes. The wonderf price is just $10 ppd. Henry Longfellow, Weston 93, Mass.



THOROUGHBRED JUMP ER. Whirl-skirted corduro washable and velvety-rich, has scalloped sweetheart necklin flattering as a second glance. N tice the plunge pockets, sn bodice with zip back, the une pected buttons caught in the t pressed pleat! Woodland gre chianti wine, burnt orange, brig navy, turkey red, copper ba 9-17, 10-16. $8.95 plus 20¢ p Gilchrist's, Box 115, Boston



AUTOMATIC DOG FEE ER. This is sensational. Just the generous aluminum feed tray with your pet's food. P it back into concealed positi Set the clock for the feeding ti Kum-Pet does the rest. At right moment, tray automatica moves into feeding position. G baked-enamel finish. 21½" 8¼" x 3¾" deep. $10.95 p Hammacher Schlemmer, 145 57th St., New York 22.



A PRETTY NOSE deserve pretty puff to powder it with, these that come marked in g with her first name are go looking and wonderfully fle too. Made of velour in d peach, they have a maroon c ribbon, measure 2½" wide, they fit the average powder or compact. Eight puffs in acetate gift box are $1.50 Miles Kimball Company, 33 goma Blvd., Oshkosh, Wisc.

Shopping with Pat Gunan



E'LL GET A KICK OUT F THESE, and so will his r! Real pony shoes attach to s rear license plate, and every r in back of him will want a ir exactly like them. With so uch good luck riding his tail, 'll never come to grips with e law! With a bright lacquer ish, pony shoes are drilled, and lts included. $1 the pair. Ppd. der from Horseshoe Forge, xington, Massachusetts.



CUTIE IN A KILTIE is mpletely irresistible, and we've und a woman who is a genius making them. In Davidson, ess Gordon, or Stewart of Ath- tartans, kilties in sizes 3-6 $9.95; sizes 8-12, $13.95. engarry bonnet to match, in es 20, 21, and 22, $4.50. Ppd. rtans are imported original n plaids, especially woven in otland for Griffon de Paris, dgefield, Connecticut.



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OWER BLESSINGS. Here Shower-Aid, the greatest "plus" happy showering since the dle spray. A heavy, clear plas- panel comes with two curtain oks to hang over your rod, and series of 5 pockets are de- ed to hold bath brush, sham- , washcloth, shower cap, and p. It's a real stoop-stopper. just $1. Postpaid from ck's of Boston, 735 Breck lding, Boston 10, Mass.





In Response to Many Requests for a Complete Monogrammed Linen Trousseau FRANKLIN BAYER Announces a Bridal Linen Club Plan

Write Today for Descriptive FREE Booklet, Your Guide to Fine Linens

Franklin Bayer offers you the opportunity to buy luxurious, quality linens on a simple budget plan. For the bride and the bride-to-be this complete trousseau contains every essential item for setting up housekeeping. For the homemaker it's a perfect refresher to renew and replenish depleted linen shelves.

YOUR PERFECT TROUSSEAU OF 81 WONDERFUL PIECES INCLUDES: 9 PIECE IMPORTED DAMASK DINNER SET, 8 PERCALE SHEETS, 8 PERCALE PILLOWCASES, 25 PIECE MARTEX BATH SET and many more attractive pieces with your choice of smart three-letter monograms.

Franklin Bayer Trousseaux are available in 3 sizes ($115.00, $211.75, $329.75). Whichever size you choose, your trousseau will cost far less than if purchased separately . . . and you have up to 14 months to complete payment.

Write today for free booklet OR BETTER YET send first membership payment of just $5.50. Helpful booklet and lovely personalized gift for you will follow.



Franklin-Bayer The Linen Shop, Inc.
630 NORTH MICHIGAN BLVD.
CHICAGO 11, ILLINOIS



Bud Vase or Candlestick!

2 in 1

Exciting new gift exclusive! Unusual bud vase of lustrous hand-crafted copper. Lift out the sparkling glass vial . . . presto! . . . a handsome candlestick! 5 inches high, diameter 3½ inches. Lacquered satin finish. So attractive (so inexpensive, too!) you'll want several on hand for any gift occasion. Pair $2.75, $1.50 for one, or send $5.25 for table setting of four, postpaid. Add 50 cents for 4 six-inch hand-dipped candles. Immediate shipment. Satisfaction or money back. Send check or money order today!

$2.75 PAIR

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Pocket Secretary

We think this is the finest man's billfold we've ever seen at the price. Made of pigskin, it comes fitted with note pad, gold-plated pencil, gold-plated nail file and comb. The 3 full-length compartments holds his money, papers, cards. Stamped with 3 clear initials.

just **$6.95**

tax and postage included
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. . an ingenious bed lamp with serpentine neck and swivel base . . affixes to the back of any headboard, adjusts to any position for perfect lighting. Swings entirely out of sight behind the bed for daytime decor. Special bulb focuses light. 6.75 each.

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GLARE PROOF LAMP

A new desk lamp made of metal tubing weighted at the bottom for perfect balance with a Uni-versen swivel at the top of the stem, to which is attached the new pierced bell shaped reflector. The reflector curves in at the bottom to prevent glare. The piercing creates a pleasing effect particularly when the lamp is lighted. This versatile desk lamp, the latest design of Kurt Versen, can be turned up or down as well as sideways. It is available in dusk gray, sage green, terra cotta, desert gold and coral.

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Add a note of originality to Entertaining

Serve NORRIS



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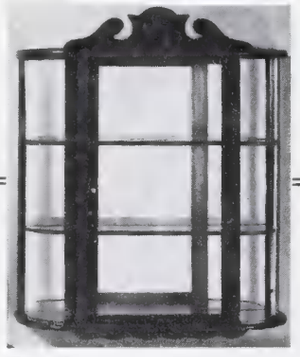
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$1.25 the pound

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in quality and price!

"We are thrilled with it," say thousands of our customers who have bought this solid mahogany hanging bibelot cabinet. Made with cabinetmaker's skill, hand rubbed to rich finish, it has hinged doors, bent glass sides, is mirror-backed, completely glass enclosed, dust proof, generously sized, 23" high, 19½" wide x 5½" deep, 6" between shelves. Choice of mahogany, pickled pine, white, black or antique gold. A really fine furniture piece at only

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Mobile 2 Pounder AA Gun
Working Model Searchlight
Range Finder, with Operator
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Sound Locator, with Operator
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America's Foremost Miniature Figure Shop

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Gifts galore, hand painted, at budget-happy prices! Decorate them yourself with attractive, colorful Pennsylvania Dutch designs by Jane Zook. Silent butlers, canape trays, and many other tableware and wooden articles (all available through the catalog). It's easy to do with Jane Zook PENNSYLVANIA DUTCH PATTERNS, including 50 patterns and border, all different designs and sizes, with complete instructions.

Silent Butler (8" *illustrated*) sprayed black, ready for decorating . . . . . $1.90 postpaid

16 Pennsylvania Dutch Patterns with instructions (Folder D 260) . . . . . $1.25 postpaid

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Catalog of complete line of patterns, stencils, undecorated tableware and wooden articles and painting materials free with each order. Catalog only, 10¢.



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Window Shopping



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(Continued on page 25)



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of warmly lined, water repellent Zelan, with any child's name hand personalized in permanent Navy Blue textile dyes. Non-loseable, smart and warm for school, very Christmassy!

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9" HIGH 14" WIDE

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Flo-Glaze Paints and Enamels, Toronto, Canada.
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HERE'S THE CULPRIT!...*the too-soft, sagging mattress that lets the "heaviest third" of your body sink into dangerous muscle strain. You wake more exhausted than when you retired.*



THE SOLUTION!...SEALY FIRM-O-REST...*scientifically "pre-built" for resilient support, consistently healthful comfort. Firmer...more relaxing...it's* SEALY*-engineered for proper sleep posture, as so many doctors advise!*





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In twin or full sizes, Matching Box Springs.

Sealy

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Both are *Masland*··both are *Beautiblend*

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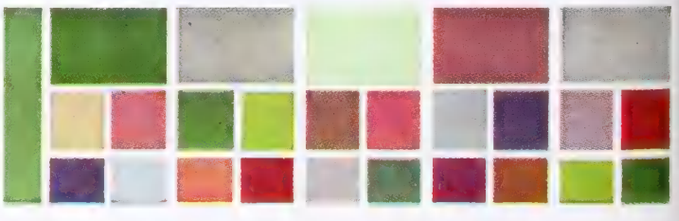
IN DAUGHTER'S APARTMENT... IMPERIAL ARGONNE...the good thrifty broadloom that gives long, long service, at a low, low price. Imperial Argonne is densely woven . . . soft and resilient underfoot; backed with Latex for easier cleaning, longer wear. It's available in six Beautiblend colors, created to fit into today's color schemes.



1866 MASLAND

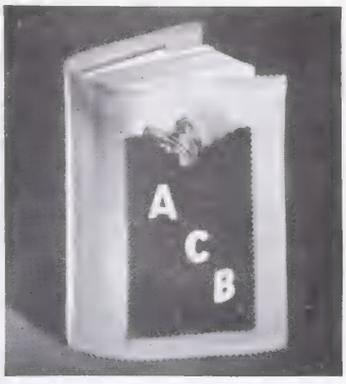
You'll find a Color-Guide Label like this——→ right on the face of every Beautiblend Broadloom

It shows you five different color schemes into which that carpet color will fit to perfection. There's a different Color-Guide Label for every Beautiblend broadloom. Use these labels to help you choose the *right* carpet shade. And for *extra* color-scheme help, write for Betty Carlisle's new *free* Beautiblend Booklet, to C. H. Masland & Sons, Dept. #BAH-1, Carlisle, Pa.



Window Shopping

GIRLS WHO WEAR GLASSES for reading will bless you if you give them this knock-out book jacket. Made of felt in brown or gold, it fits any standard-size book, comes with attached marker, and there's a neat pocket for specs on the front cover. Wonderful for commuting bookworms. Personalized with 2 or 3 felt initials, just $1.95 postpaid. Page & Biddle, 21 Station Rd., Haverford, Penna.



HE'S IN BUSINESS, just like the regular popcorn man, with the new electric popcorn machine. It comes with 12 small popcorn boxes, a 4″ metal scoop, sealed-in heating unit, and a big can of jumbo popcorn. Just plug in the cord, and he's in the popcorn business. Terrific for your own cocktail parties, too! 12″ wide, 20″ high, $10.95 exp. coll. The Block Shop, New Haven, Conn.

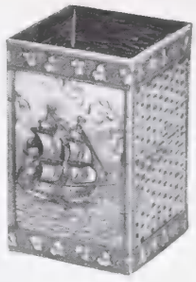


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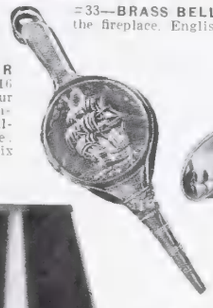


#31—EMBOSSED BRASS WASTEBASKET. Wood lined 13½″ high x 8½″ square. Imported from England. A distinctive addition to any room. $8.95

#33—BRASS BELLOWS. A perfect accessory for the fireplace. English import. 16¼″ long. $5.50



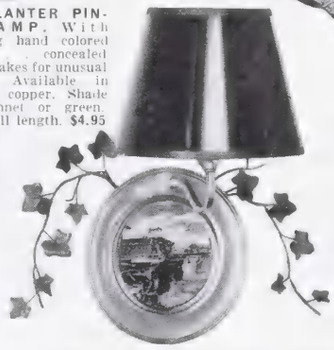
#34 — PEWTER MUG. Holds 16 ounces of your favorite grog. Imported. Unusually good value. $3.95 each — six for $22.00.





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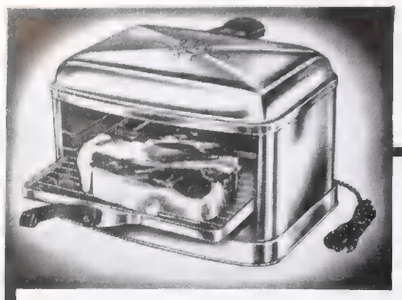
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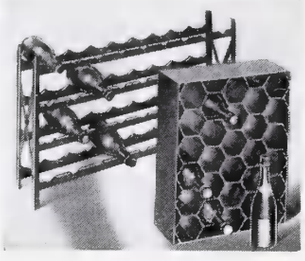
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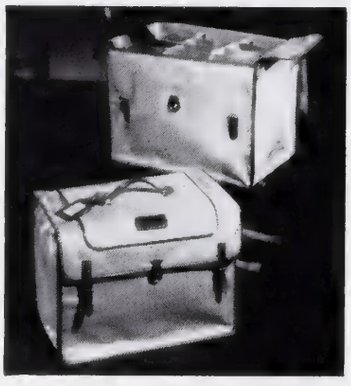
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Window

CONTINUED FROM PAGE 20



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"SWEET ARE THE YEARS AHEAD," is the rich promise hand-painted on the nicest Anniversary Tray that ever served cocktails to two people in love. Their names and wedding year are also included, while the center is a stylized bouquet of red, green, and gold flowers on an antique white finish. Metal, 13½" wide. $5.95 ppd. The Red Door, 1707 Central St., Evanston, Ill.



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Shopping



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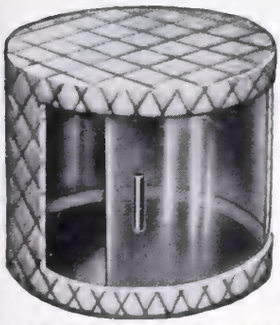
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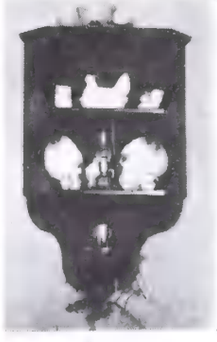
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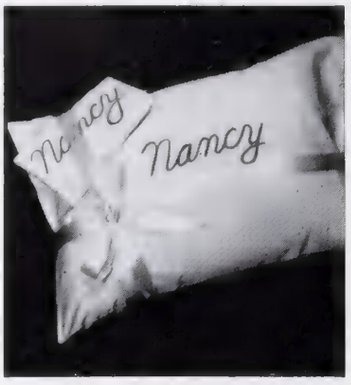
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Window



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FAO SCHWARZ NEW YORK BOSTON WASHINGTON, D. C. ARDMORE, PA.

CLIP THIS COUPON AND MAIL TODAY! HB-10

F. A. O. SCHWARZ • 745 FIFTH AVE., NEW YORK 22, N. Y.

Gentlemen: Please send the 1950 Christmas catalog to

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ADDRESS_____

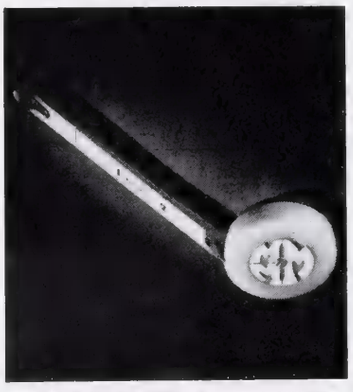
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Window



ICHABOD CRANE, by Richard Davis, is one of an exciting collection of new ceramics designed and signed by famous American painters and sculptors, and executed in Stonelain—a stoneware with a porcelain texture. Washington Irving's famous character comes in a rich deep green, mounted on walnut base, 8½" high, $15 plus 75¢ shipping charges. Associated American Artists, 711 Fifth Ave., New York.



A LADY'S MEASUREMENTS must be accurate, whether she's letting down a hem or knitting a pair of socks for her Argyle-mad husband. So give her this 72" tape measure, and it will be the pride of her sewing box. The plastic case has a handsome sterling-silver monogram. Underline last initial, please. $3.65 incl. tax and postage. Madolin Mapelsden, 825 Lexington Ave., New York 21.



BIG GAME HUNTING in the Far East is grippingly reproduced with these miniature cast-lead figures, imported from England. Each piece is hand-painted, and the set includes: 2 elephants (about 6" long), 2 tigers (one wounded with the spear in him), a white hunter and rajah riding howdahs, 2 mahouts on elephants' heads, 4 natives with spears. $7.95 ppd. J. J. Anthony, Box 402, Milwaukee 1, Wisc.



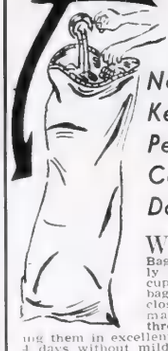
time to order

CHRISTMAS CARDS

And here is a Christmas card that's really different—and distinctive. Each 4"x6" card is all done up in bright red satin ribbon and printed in red to match. Address them in red or green for extra holiday color. Does double duty as a unique name tag to dress up your gifts. Box of 25 with envelopes, $2 ppd. With name imprinted, $3. Shipment within 2 weeks. Satisfaction guaranteed.

A. M. Hill Co.
P. O. Box 1496, Birmingham, Ala.

NEW



LAUNDRY DAMPENING BAG

Now You Too Can Keep Clothes In Perfect Ironing Condition Without Danger of Mildew

WITH the amazing new "NO-WORK" Dampening Bag. Just drop laundry loosely into bag and pour 4 to 5 cups of water into it. Squeeze bag, removing air—Zip—it's closed. "Presto," just like magic, moisture spreads through clothes evenly, leaving them in excellent ironing condition for 3 or 4 days without mildew setting in.

Eliminates Sprinkling and Rolling

Enables you to keep dampened clothes several days. This new revolutionary dampening bag is made of Firestone Velon and will not stick, chip, crack or peel. Resists most acids and stains. Hurry—Order **now!**

SEND NO MONEY

Just name, address. Pay postman only $1.49 (plus postage). If not delighted, return dampening bag to us at our expense for immediate refund. You risk nothing!—So order NOW!

PLASTIC FASHIONS, INC.
Dept. B, 10519 Superior Ave., Cleveland 6, Ohio

• *SAVE. Send payment now! WE then pay postage. Money back if not delighted.*

Shopping



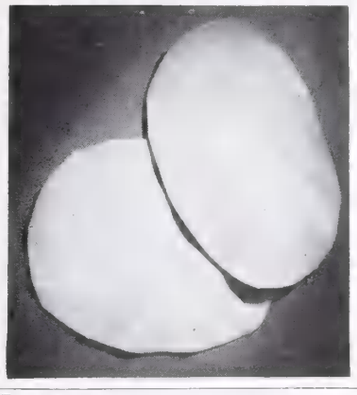
LAZY DAISY. What you're looking at is one of the sensational gifts of the year. A combination Lazy Susan and individual hors d'oeuvres server, it is made of fine glazed earthenware in dark green with chartreuse. The "petal" dishes are removable and are ovenproof. Think of those hot canapes! 16" wide. $7.95 ppd. Crane's, 419 E. 57th St., N. Y. C.



A WEE DROP to warm the cockles of your heart, whether you're at a football game, on a ski slope, or driving along a winter road, is fittingly carried in Scotch-plaid flasks. Plaid jackets are removable, and the screw-on caps are canny Scotsmen guarding their precious potion. Pint size, $5.50; half-pint (fits in a lady's purse), $4.50. Ppd. Game Room, 1538 Connecticut Ave., Washington 1, D. C.



ELBOW PATCHES. If your husband has a favorite tweed jacket, he'll almost double its life if he reinforces the sleeves with these elbow patches. And apart from their practicality, they make a good-looking sport jacket even more so. You might get some extras for the knees and seats of the children's leggings, too. Brown, tan, or gray suede. $1 pr. ppd. Johnny Appleseed's, Inc., North Beverly, Mass.

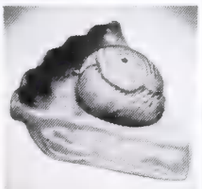




Western Saddle Horse Salts & Peppers $1.25

Polished metal — one chrome and one bronze finish. 2¼ inches high. Handsome saddles and stirrups.

Pie a-la-Mode Salts & Peppers $1. Pair



Beautifully baked cut of pie, topped with ice cream ball for pepper.

No C.O.D.'s please.

CHARM COTTAGE
"On the Mississippi"
Davenport, Iowa



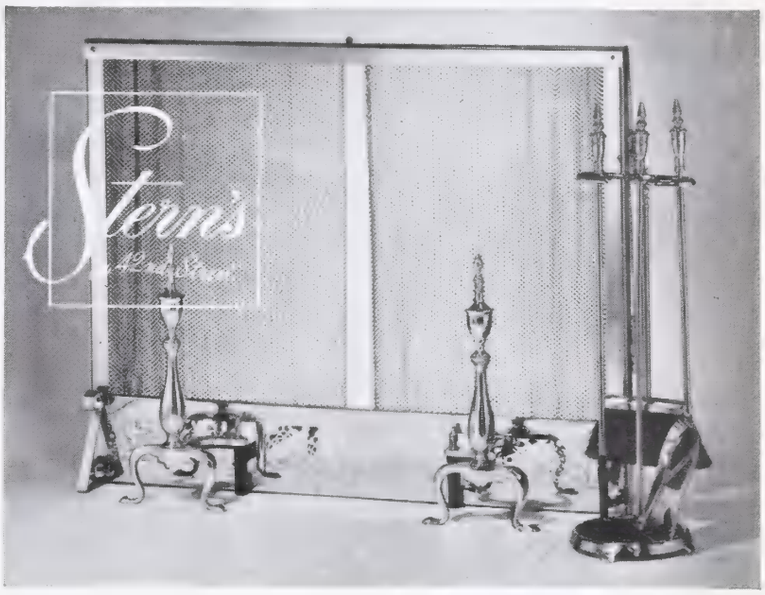
Crystal-clear Beauty

. . . this decorative glass epergne. Use it as a stunning centerpiece and float flowers in the shallow glass inserts. Or use it for candies, nuts and party tidbits. Lift out the glass inserts and you've a handsome candelabra. The little inserts then can stand on their own as graceful candy and nut dishes. 8½ inches tall. A treasure to own—and to give. Postpaid. **$5.95.**

Powell's Gifts
Box 1417 Milwaukee, Wis.

SPECIALTIES FROM STERN'S

at the cross-road of the world on 42nd street, new york city
mail and phone orders filled — LOngacre 5-6000



Solid Brass Fireplace Ensemble with Draw-Curtain Screen

An extra-special ensemble that includes: framed 31"x38" firescreen, with an intricately pierced gallery in an authentic 18th Century Colonial design; flexible screen that opens or closes at a pull of the cord; heavy 18½" urn shaped andirons; 4-pc. 27" fireset consisting of brush, shovel, poker and stand. All in magnificent polished solid brass . . . lacquered for preservation. An appropriate gift for the perfectionist . . . whether to you, or from you. The complete 7-pc. ensemble, **49.50**

Shipped express collect.



Drum Table. Made of genuine mahogany and sold at this low price of 19.95. A hard to find value these days! Not only designed for attraction, but for sturdiness, too. Has features of the higher priced models, including: brass ferrules, spool base, fine reeded legs, antique brass pulls and a hand rubbed satin finish! 26" high . . . the top is 22" x 22". Low price, high value **19.95**

Shipped express collect.



Lacquered Roll-About. A new and wonderful service table! Simply styled, brightly lacquered birch. Gay and practical for buffets . . . as a portable bar . . . bedside table . . . out on the patio . . . or in the kitchen. 30½" high with a 16" x 24" rim-protected top. Swivel wheels for feather-light wheeling. Alcohol resistant! Colors: mandarin red, mint green, clear, golden wheat, or black. Decorator's choice. 9.95
26¢ shipping charge beyond delivery area.



Gladstone Key Case. Not an ordinary key case, but a key case designed to replace the bulky, impractical one you now own. It's unique . . . unique, because each key remains loose and easily accessible on a remarkable chain that holds up to 12 keys with no trouble. Made of long-wearing genuine morocco in a variety of colors: red, green, brown, or black. A valuable gift . . . a practical gift . . . a terrific bridge and bunko prize! 2.98
16¢ shipping charge beyond delivery area.

STERN BROTHERS, 42nd STREET, WEST OF 5th AVENUE, N. Y. 18 • LOngacre 5-6000

PROUD POSSESSIONS! . . .

Pistol Pearl Handle

HORS D'OEUVRE and BUTTER SPREADERS, and SHRIMP FORKS

Unusual collector's items with genuine Mother-of-Pearl pistol grip handles. Fashioned by famous Sheffield (Eng.) craftsmen.

Stainless steel, mirror finish blades and tines; and distinctive, antique sterling silver ferrules. Truly graceful elegance for any table!

SET OF SIX FORKS.....$15
SET OF SIX SPREADERS...$15

in moire, tarnish-proof roll, and boxed POSTPAID
CHECK, MONEY ORDER, or C.O.D.

House of LeWitt
NEW BRITAIN, CONN.

Window Shopping



BATH BEAUTIES. A chenille bath mat, in heavenly colors, comes with your name woven right in it. In blue, rose, green, peach, gold, gray, aqua, speckled black and white, wine, or flamingo, with name and border in contrasting color, it's 21" x 36". Matching lid cover comes with your initial. The two-piece set is just $4.95 plus 25¢ post. No c.o.d.'s. Morris, 56 Main St., Torrington, Connecticut.



LOW-DOWN ARISTOCRAT. Country Cousin is the flattering flat that will match the mood of your station wagon. English tweeds, and autumn roads bright with bonfires. Bench-made, with the Austrian side-lacing, it comes in brown suede or calf with green calf tongue and trim, or in black suede with red. Sizes 4-10, AAAA-C, $14.95 ppd. Joseph Antell, Zero Newbury St., Boston 16.



A DREAM FOR YOUR COFFEE is the Charnwood sugar and creamer by Wedgwood. No matter how grouchy your awakening, the sweet delicacy of its pattern will help you open your eyes to a lovely morning. Use the set, too, on your tea tray, and for after-dinner coffee in the library. Then, of course, there is always the fall bride to remember. $6 ppd. Black Starr & Gorham, Fifth Ave. at 48th St., New York 19.

(*Continued on page* 37)



For traditional or contemporary settings. Italian handmade black laquered fruitwood chair. Light yet strong, with comfortable natural rush seat. Seat height 18 inches. **$22. each,** packed for delivery express collect. No C.O.D.'s please.

Piazza

HOUSE OF ITALIAN HANDICRAFTS
217 East 49th St., New York 17, N. Y. PI 9-6510

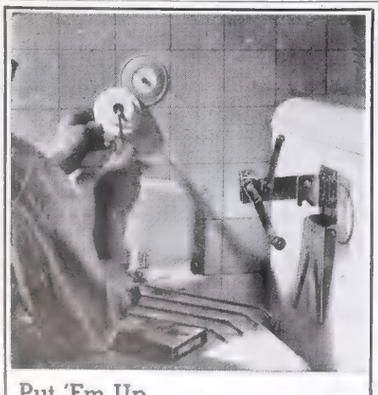


FILE YOUR PLATES

Here is the most remarkable cupboard organizer that ever stored plates in "stand-up" safety. An aluminum rack holds 12 plates of any size within rubber grips, and takes up only 4½ inches of shelf space. Stand on shelf in back of cabinet so you can "twirl" plates out with fingertip dexterity. *No more stacking!*

$2.20 for set of two
Additional racks $1.25 Postpaid each
Sorry, No C.O.D.'s

Page & Biddle, Inc.
21 Station Rd. Haverford, Penna.



Put 'Em Up
With PERMA-VAC

The amazing vacuum tension of Perma-Vac holds a can opener to your refrigerator, towel rack on your bathroom tile. Attach it to glass, metal, tile, any flat impervious surface. Perma-Vac's plywood disc acts as a wall. It holds any appliance or tool up to 185 pounds. Won't even smudge surfaces. It's absolutely permanent. Age won't weaken it, brute force can't remove it until you release the tension screw that maintains its vacuum seal.

$1 each postpaid. No c.o.d.'s.

The Fitzgeralds
583 Fifth Avenue, New York 17, N. Y.



STADIUM SEAT
lets you lean back in comfort

Makes the game more pleasant because it hooks over the seat at the football field so you can lean back in comfort. Forestalls backache; also pampers your sitting equipment! Lightweight tubular aluminum; water-proof, plastic covered seat and back, well padded. 17" square and it folds flat. $7.50, postage prepaid.

John Jarrell, Inc.
Broad at Peachtree, Atlanta, Ga.



"OLD HOOSIER" Brand HOME CURED, SLOW HICKORY SMOKED, HAMS, BACON, TURKEYS, for GOOD Holiday Eating—

Young, tender, juicy, flavorful, personally selected whole hams, bacon and turkeys. Home cured and slow, hickory smoked in the good old-fashioned way. THEY'RE NEVER HURRIED. No finer quality anywhere at any price. Carefully packed and shipped by Express to reach you in perfect condition. Order Now!

Hams, 10 to 16 lbs.	$1.25 per lb.
Bacon, 4 to 8 lbs.	$1.15 per lb.
Turkeys, 10 to 15 lbs.	$1.50 per lb.

Specify size desired. No C.O.D.'s.
Express Prepaid East of Miss. River.
SAFE DELIVERY GUARANTEED.

"OLD HOOSIER" Meats
BOX 27, MIDDLEBURY, INDIANA

MODERNIZE YOUR KEEPSAKES



LET your old oil lamps "live" again . . . electrify them quickly, easily . . . at low cost. Preserve their old-fashioned charm with this beautiful, handpainted frosted glass chimney.

Handpainted chimney, partly frosted with 2-inch clear crimped top . . . available in pink moss rose design (above) or purple violets (right) . . . 3" base.
Electrified converter takes any standard bulb. Threaded base 1-3/16" diameter.

CHIMNEY .....$3.00 postpaid
CONVERTER .....$2.00 postpaid

The Village Shop
DESK C, R. D. 5, YORK, PA.

WHERE *Elegance* **TEAMS WITH** *Duty*

Space saving . . . Dustproof and moth resistant!
Your most useful piece of furniture can be your loveliest
with a Cavalier Decorator Group Cedar Chest



For today's smaller rooms—*efficient, space saving storage.* For today's living—*style.* Nowhere will you find both combined so well as in the delightful new Cavalier Cedar Chests, designed as accent pieces for the "living" part of your house. Gracious traditional and suave sophisticated modern are both expertly shown in new Cavalier Decorator Group Chests. These Cavaliers are unlike your old ideas of utilitarian cedar chests . . . each is designed for beauty and individuality. There is a Cavalier keyed to *your* decorative scheme. And Cavalier prices are considerate of careful homemaking budgets.

High point of interest for your traditional hall, living room or bedroom. Exquisite Cavalier Lowboy fashioned in handrubbed Honduras mahogany veneers, authentic 18th Century carving and butterfly hardware. Chest and convenient lower drawer are thick, Tennessee aromatic cedar. Beautifully made with stop hinges and lid support, bronze dust seal, trip lock. Ask for Cavalier No. 263 . . . **$89.50**





Newest of the new . . . a modern Cavalier in subtly sophisticated gray walnut, a lovely, warm true gray that accents the wood's natural grain. Careful construction details; dust seal, trip lock, Lift-Level tray. Ask for Cavalier No. 260. Available also in limed oak, No. 258 . **$49.50**

AT BETTER STORES EVERYWHERE

Cavalier *cedar chests*

CAVALIER CORPORATION, CHATTANOOGA 2, TENN.

stinguished modern Cavalier Con-
e in lustrous Cordovan mahogany
neers. Roomy storage chest, with
o cedar lower drawers. Has hand-
ne square drawer pulls in brass,
ing bronze dust seal and eleven
nbler safe-lock and key. Ask for
valier No. 232. Also available
American walnut, No. 233, and
abaster oak, No. 234 . . . **$79.50**





America's finest native cabinet wood—glowing cherry veneers—make this Cavalier traditional Console a true heirloom piece to treasure. Has full length lower cedar drawer. Spring bronze dust seal and trip lock and key. Lift-Level tray. Ask for Cavalier No. 246. Available also in Honduras mahogany, No. 247 . . . **$79.50**



Smart new solution to an old problem! Choose this roomy storage Cavalier in parchment Avodiré, lacquered to stay light and lovely. Use it effectively as a key piece in a modern decorative grouping. Dust seal, Lift-Level tray, trip lock with key. Ask for Cavalier No. 270. Available also in deep Cordovan mahogany, No. 269 . . . **$69.50**



Carpets by Klearflax

BRING NATURE'S COLORS INDOORS



Upholstered Furniture - Herman Miller

Terra Rust, above

Desert White

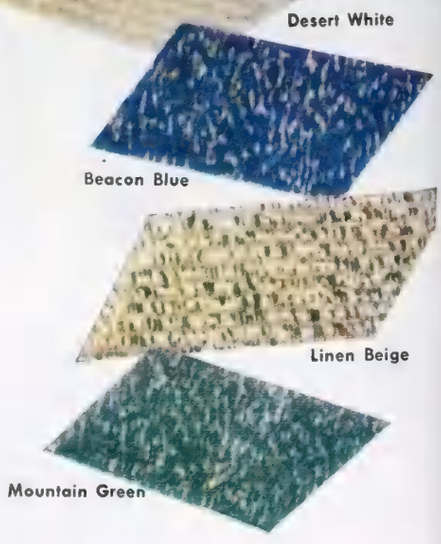
Moravian by Klearflax

Here is carpeting that will really amaze you—with its beauty, durability, distinctive elegance—and with its surprisingly low price. Fortunately for you, linen carpets better than ever in weave, texture and quality are still available at prices practically unaffected by post-war inflation.

A full color booklet showing the complete Klearflax line may be yours for 10c in coin. Mail to KLEARFLAX, Dept. H, Duluth 7, Minnesota.

And though the price will please you, the subtle blends of "hand loomed" creations will please you more—excellent in taste for modern or traditional homes and reversible for double wear. Unusual beauty and long wear. Standard sizes or wall to wall.

By all means, whatever your means, see Moravian in lovely linen by Klearflax—carpet makers for over forty years.



Beacon Blue

Linen Beige

Mountain Green

carpets and rugs

DULUTH 7, MINNESOTA

by Klearflax

velvety-soft

Luxurious Chenille Spreads

in 11 smart decorator colors with 4-inch bullion fringe!

Big 94-Inch Width!

ORDER TWO Split one for matching drapes!

COLOR FAST Easy to launder — never wrinkles!

FULL or TWIN Twin size a full 72 inches wide!



CHERRY RED

Hurry For This Special Price

$5.95 Postage Prepaid



BUD GREEN

COCOA BROWN

CHARTREUSE

BURGUNDY

FRENCH GRAY

SUN GOLD

ROSEDUST

FRENCH BLUE

HUNTER GREEN

BRIDAL WHITE

Give your rooms a smart decorator's touch with these luxurious, thick, expensive-looking chenille spreads. In your choice of eleven smart colors.

Order by Mail Now →

SHILLITO'S

Cincinnati 2, Ohio

Southern Ohio's oldest and largest department store

SHILLITO'S, Dept. 10-8
Cincinnati 2, Ohio

Please send me the following chenille bedspreads at $5.95 each (payment enclosed):

QUANTITY	COLOR	TWIN SIZE	DOUBLE BED SIZE

PLEASE PRINT

NAME _____

ST. & NO. _____

CITY _____ ZONE ___ STATE _____

C. O. D. if desired ☐ (C. O. D. fees: 50c for 1 spread; 60c for 2 spreads. Collected on delivery.)

(Ohio residents add 3% Sales Tax for each spread)

NOTE: Please allow 2 to 3 weeks for delivery.

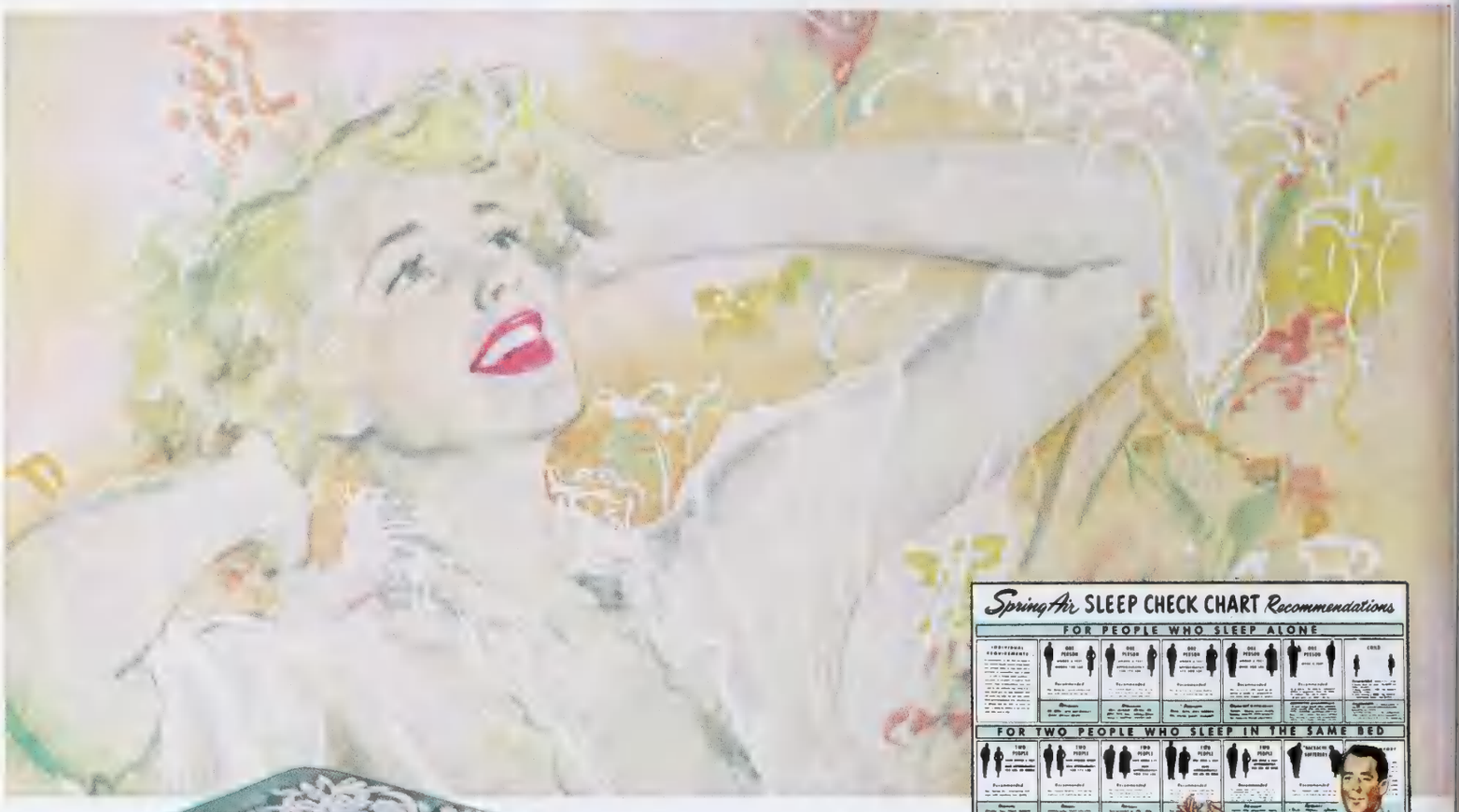
SHILLITO'S — Dept. 10-8, Cincinnati 2, Ohio

THANKS TO A MATTRESS THAT REALLY FITS...

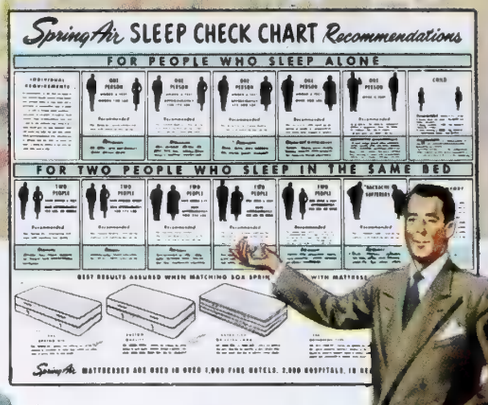
wake up Fresh as Spring Air

Now—on a mattress that FITS YOU—enjoy restful nights of deep, relaxing slumber. Luxurious "rest treatments" that soothe your tired spirits, and restore your energy and glowing vitality. You'll wake up renewed . . . invigorated . . . "Fresh as Spring Air"! See your Spring-Air dealer about this new way of selecting a mattress . . . the specific mattress *you* need, to get *more* rest from every sleeping hour.

© 1950





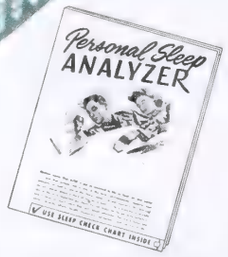




WITH THIS NEW CHART YOUR SPRING-AIR DEALER HELPS YOU SELECT THE MATTRESS BEST FOR YOU!

With the Sleep Check Chart—a new, revolutionary mattress-selection method—the trained Spring-Air dealer helps you select the mattress best suited to *your* height, weight, age, and sleeping habits.

Only *Spring-Air* dealers have the Sleep Check Chart. Look for it. Ask about it! *Trust it*—as a reliable guide. Accepted for advertising in The Journal of the *American Medical Association.*



THERE'S A FREE SLEEP ANALYZER FOR YOU!

Here's *scientific guidance* in selecting the mattress best suited to YOUR individual weight and build. It's the sure way to new sleep comfort! See your dealer or write for *your* Personal Sleep Analyzer today . . . it's FREE! Spring-Air Company, Dept. 1007, Holland, Michigan.

SPRING-AIR MATTRESSES ARE USED IN OVER 1000 FINE HOTELS, 2000 HOSPITALS, NEARLY TWO MILLION HOMES

Window Shopping

CONTINUED FROM PAGE 32

THE ANSWER BOX gives you an indexed Christmas-card list. Think of this method compared to the beat-up notebook you now have. File cards are easy to work with, easy to keep up-to-date. Also, there's a monthly index for birthdays, insurance premiums, etc. And a section to record your friends' sizes. Ivory box with 300 cards has a brown monogram or first name, $2 ppd. Mermod Jaccard King, St. Louis, Mo.



DEEP GREEN AND HIGH STYLE. The minute we saw this forest-green dinnerware in Carson Pirie Scott's beautiful china department, we were sold. Even the price is terrific! Glazed earthenware with white gadroon borders, a 16-piece service for four includes dinner plates, bread-and-butters, cups and saucers. Just $4.95 plus $1 for shipping charges. Open stock available. Carson Pirie Scott & Co., Chicago.



FIRED WITH CHARM are these glazed pottery ash trays that are decorated with a facsimile of your signature, or a sketch of your country house made from snapshot or photograph. In green, blue, brown, or antiqued black with the *sgraffito* design in white, they measure 4" x 4½". $3 each, or two of the same design for $5. Postpaid from the ceramist, Louise E. Angell, Mendham, New Jersey.





HANG MAGAZINES ON A DOOR OR WALL

At last that troublesome question of where to keep current magazines gets a satisfactory answer in this wooden Magazine Rack. Easily installed. 24" x 41"; ivory or green. **10.50**

Free! FAMOUS CHRISTMAS CATALOG

Now is the time to send for our 48-page free catalog with more than 300 illustrations of fascinating gifts—the unusual kind you don't see everywhere. Ready about Oct. 10, it's an easy and pleasant way to shop from your armchair for anyone on your list.

LEWIS & CONGER

Ave. of Americas at 45th St., New York 19, N. Y.
Send me: ..... Free Christmas Catalog HB-10
.....Magazine Racks @ 10.50 .....color
(For delivery in N. Y. City, add 2% tax)
Name.....
Street.....
City.....State.....
.....Check or M. O. .....Charge



"666"

GLEAMING COPPER SAUCE PANS

Copper sauce pans such as these should be a sheer inspiration, whether you intend to do your own cooking or merely to plan the meals. In addition to being cooking receptacles par excellence, these pure copper pans are highly decorative in the kitchen.

For quality in copperware always look for the "666" stamped on the back of each piece. Then you know you have the best. All our copper pans are lined with pure block tinning, with solid bronze polished handles.

No. 10HB—½	quart	$3.65
No. 12HB—¾	quart	4.25
No. 14HB— 1	quart	5.75
No. 16HB— 2	quart	6.95

PREPAID ANYWHERE IN THE U.S.A.
No C.O.D.'s please
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Bazar Français
EST 1877
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BEAUTY IN BRONZE



$4.95

The Mason
TWO-TONE BRONZE PERSONALIZED
SILENT BUTLER

MATCHING COASTERS Set of eight $4.95

A new and different Silent Butler that has everything. Beautifully styled in rugged bronze with your initial in Old English in the centre of the cover. Matching initial coasters, also in two-tone bronze, footed to hold them off the table and with a special drip-proof inner ring. Two perfect Mason gifts with that personal touch. Available as a set or individually.

POSTPAID Anywhere U.S.A.
Send Cash, Check, Money Order. No C.O.D.

STOLIKER'S
MADISON 3, WISC.



CHILD'S *PERSONALIZED* 4-PIECE TABLE SET!

Distinctive, practical gift for the child you love! Youngster's first name permanently glazed into all four pieces. Oyster white set, hand decorated in Rust, Terrace Green, and rich shades of Blue. 9" and 6" plates, 5" bowl, 11 oz. mug. Boxed. When ordering, print child's name. State if girl or boy design wanted. Send check or money orders. (Sorry, no C.O.D.'s.) Per set, post paid, $5.

DAVID F. WELLER Dept. HO
P. O. BOX 124, LOUISVILLE 7, KENTUCKY

YIPPEE!

LASSO-TWIRLING "STAR CORRAL" CANDLE-TOP for KIDDIES' BIRTHDAY CAKES

Watch the Kiddies' eyes light up when you light up their birthday cake with these gaily colored candles! They'll squeal with delight when the big cowboy twirls his silvery lasso! Perfect for parties . . . . fits lightly over cake. Complete with 6 candles: 3 Cowgirls in Pink, 3 Cowboys in Yellow. Only



$2.25

Extra set of 6 candles . . . . 50¢

ORDER BY MAIL

Postpaid. No C.O.D.'s or stamps. Surprise the Kiddies . . . Order today! Don't delay!

EDITH PARTY CREATIONS
972 Dean Street, Dept. HB-10
Brooklyn 16, New York

THOUSANDS SOLD!



Everyone Finds Scores of Uses For This
Crystal Utility Bowl

As practical as it is pretty for pretzels, popcorn or potato chips! Ideal, too, for ice cubes and fresh fruit. Generous size, personalized with 1, 2, or 3 initials. A perfect gift for showers, hostess remembrances, or anniversaries. Order now for Christmas! **$2.00, prepaid.**

Write for Free Gift and Gadget Catalog!

MEREDITH, Inc.
1024 Grey Avenue Evanston, Illinois



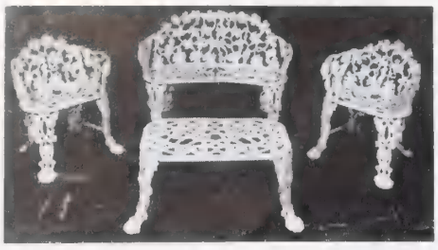
PRESERVES FROM OREGON MOUNTAIN MEADOWS
...FOR CHRISTMAS GIVING

"CASCADE" BOX. Six asst 5½ oz. jars Strawberry, English Damson, Blackberry, Greengage, Prune with Hazelnuts, English Gooseberry, packed in a rustic gift box decorated with Cedar Sprays and Hemlock cones. *Shipped prepaid.* **$3.15**

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Attractive prices on these Authentic CAST IRON AND CAST ALUMINUM REPRODUCTIONS



All painted in long lasting white grape or leaf design. Graceful and strong. Fashioned by skilled craftsmen.

This complete set in grape design, with large settee. **$72.00**

Large settee #601 39" wide **$25.00**

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Exact copy of New Orleans antique. Combination foot scraper and umbrella rack. Painted white or black. 17" high. Base 11" wide. **$6.50**

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or other hobby plants. White. 11 movable arms, ranging from 14" at base to 7" at top. Flowers and pots not included. Send $24.50.

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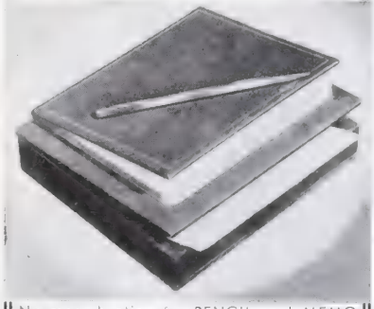
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The storied charm of Early American days lives in this quaintly designed knitting bowl. Fashioned by craftsmen for enduring beauty and steady-legged service. Ideal, too, in den or rumpus room to hold odds and ends. Made from selected hardwoods and hand-rubbed to a rich mahogany or antique maple finish. Smooth, deep bowl is 15" in diameter; overall height, 21". Makes wonderful gift. Please state finish wanted. Prompt delivery.

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Send for our FREE Christmas Catalog
It's an adventure in good giving

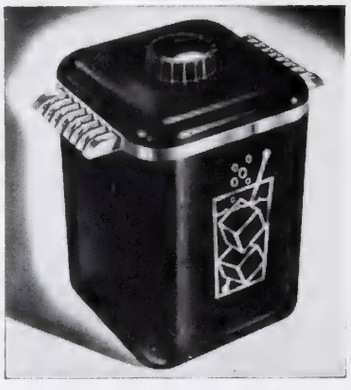
Carl Forslund, Inc. 122 FULTON GRAND RAPIDS 2, MICH.



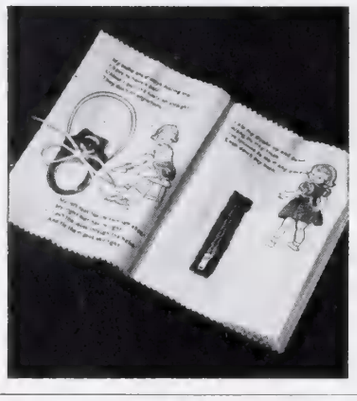
Window



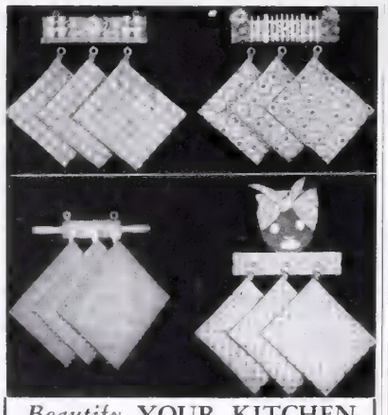
IT'S A CINCH that a man will know you love him when he opens the Cartier box and finds this superb leather belt and buckle. Because he's a very special man, indeed, the buckle is 14k gold, and it is made with his three initials. You'll want to earmark *this* for Christmas morning. The price, including tax and postage, is $45. Allow 2 weeks for delivery. Cartier, Fifth Ave., at 52nd St., New York 22, N. Y.



NICE FOR ICE: NICE PRICE. The Lustro-Ware Ice Bucket holds about 30 standard ice cubes for approximately 30 hours. That performance, plus its incredible price tag, plus its design, makes it a handsome bargain. The copper and mahogany-colored plastic can't corrode, rust, or tarnish, and the double plastic walls give fine insulation. $2.95 ppd. Foster's House, 15 Cole Court, Princeville, Ill.



ALL BY HERSELF your little preschooler will tie her own oxfords, zip up her jumper zipper, button her own party dress, if she has this wonderful book to show her how. Each page has a snap, button, etc. appliquéd so the child can practice how to dress herself. Illustrations and instructions in verse are done on washable sheeting. $2 ppd. Little Linda Shop, Box 213, Highland Park, Ill.



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COLORS: red, blue, green, gold.

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Sturdy, non-rusting ALUMINUM. Five baked-on finishes—Antique Bronze, Pearl Grey, Cape Cod White, Hammered Brass, Colonial Black. 16" high, 11½" wide, projects 3⅛ to 4⅝—Streamlined for appearance.

Add the lock cover at $2.95 and the box is pilfer proof . . . add the engraved name-plate at $1.50 for individuality.

Send your order today—specify first and second finish choices.

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Shopping



FUR SLICKER. Here is the brush that furriers use. It's made of silk-steel wires, scientifically angled to penetrate the hairs gently, and if you use it frequently on anything from sables to squirrel, your furs will look better and last longer. It combs, cleans, and glazes fur garments and trimmings. But don't use it on curly-haired furs. $1.50 ppd. Madison House, Madison, Conn.

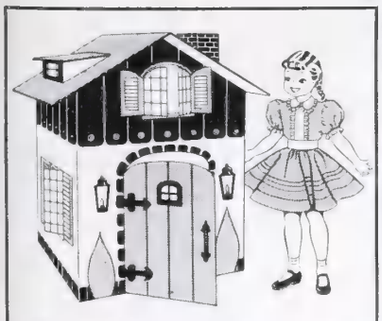


PERENNIAL PARTIERS are these four nested tables that you'll carry to the scene of the fun by the center brass handle that lifts to release each table. Shield shaped, they're finished in black and are trimmed with gold. Liquor- and heat-resistant. 12" wide, set of four is $24.95, express charges collect. Order from Krebs Town Shop, Westerly, Rhode Island.



TALLY HOST. The variety of drink combinations that his guests throw at him can lay a host low. But with Tally Host, it's a breeze. A 13" wheel, that hangs around his neck, is printed with every imaginable drink combination and recipe. A dial behind each records the number of orders. Center panel is for jotting special orders. $1.95 ppd. Bren Linda. 545 Fifth Ave., New York 17.





KIDDIE-KOTTAGE PLAYHOUSE

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4 bright colors, sets up in five minutes, full size, portable, 41 inches high. Rugged corrugated board, stands plenty of abuse. Folds for storage.

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A mansion for dolls
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That one BIG gift for Christmas!

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30"	wide	$17.95	Postpaid
36"	"	26.50	"
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State size and band desired with check or money order. Sorry No C.O.D.'s. Satisfaction guaranteed.

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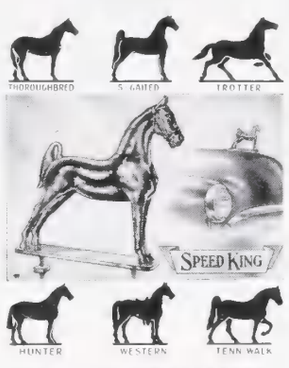


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Illustrated booklet on silver flatware and other gift suggestions sent on request

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SPORTY ORNAMENT
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Take your pick of these attractive, new chromium plated car ornaments for you who love fine horses. You may choose the three-gaited horse (in large picture) or Thoroughbred, 5-Gaited, Trotter, Hunter, Western, or Tennessee Walker. Each is 5 inches high. Easy to attach to car hood with the screws furnished. Order one for each of your cars—they are really handsome. Price only $12.00 each, postage prepaid. Money back if not delighted.

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BROMELIAD
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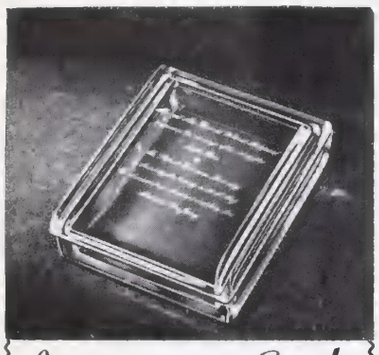
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$7.75 POSTPAID in the U.S.A.
Send check or money order

THE SCOTCH MAID *is a "dry" warmer-11×20×8½ inches, beautifully made with walnut exterior, copper lining and 3 covered, 1¾ qt. Pyrex dishes. A.C.-D.C.*

WHAT keeps food piping hot while guests tarry over cocktails? SCOTCH MAID, of course-a handsome walnut chest with three Pyrex dishes in which your onion soup, shrimp Creole and buttered limas keep appetizingly hot for hours.

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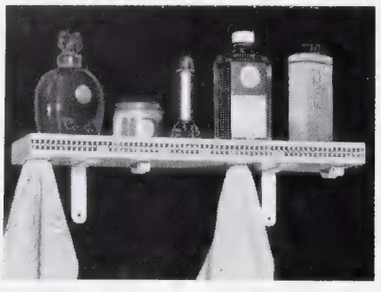


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$7.95 *postage prepaid*
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- **COMBINATION**
- **HOLD 'N HANGEM SHELF**

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THE BEDSPREAD YOU'VE WANTED FOR SO LONG

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90" lined, matching draperies,
French pleats, tie backs **$19.00**

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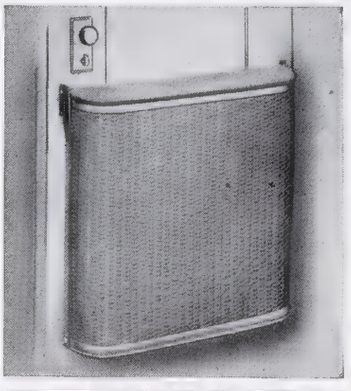
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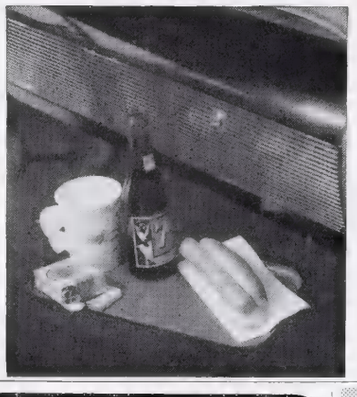
Window



SHE WALKS ALONE! Bets Walker is the closest thing to th "real live doll" that little girl dream about. Without any assis ance, she actually walks alon while swinging her arms, leg and head. Made of durabl "Tenite," she has go-to-sleep eye is dressed in lace-trimmed o gandy, wears Koroseal panties 21" tall. $19.95 postpaid fro Bleazby's, 31 East Adams, D troit 26, Michigan.



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Auntie's Dept. N
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Shopping



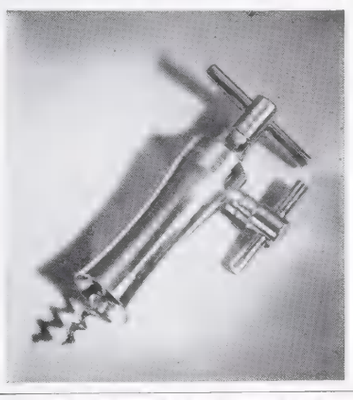
IRONSTONE VEGETABLE DISH that has the lovely grape motif handles and cover ornament of the Old English originals, is made in an octagonal shape. Its pure white color and aristocratic shape make it a handsome table companion for any china pattern. And it keeps your vegetables piping hot. 2-quart, 10" x 8½" high over-all. $8.95 ppd. Jenifer House, New Marlboro Stage, Great Barrington, Massachusetts.



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IT'S A CORKER! Before showing you this, we made a small survey among a few discriminating men to find what they thought was the best corkscrew available. And Korkmaster was it. It's well made, businesslike in its performance, and uncomplicated. What more could you want for removing cork from bottle! Suggest it to your groom for his ushers! $4.95 ppd. Crystalier, 485 Lexington Ave., New York 17.





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HAND-PAINTED MATCHING ACCESSORIES

Here is a charming idea for decorating any child's room—*matching* ensemble of useful items with the same motif and the child's own name hand-painted on each piece. Your choice of the captivating clown motif, as illustrated, or popular cowboy or cowgirl, in red and blue; or Mary's Little Lamb in pink and blue.



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12" high (not illus.) $4.25.

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For dozens of nursery uses—or as a place mat at table. In heavy clear lucite. 10" x 15". $7.75.

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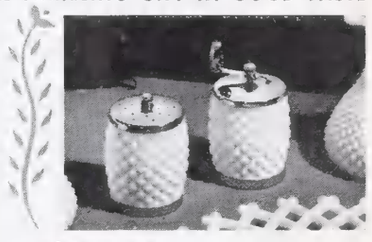
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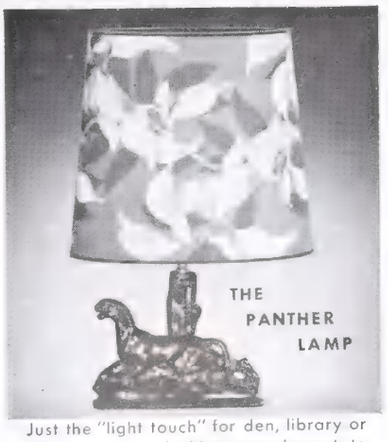
$6.45

Don't let the price fool you! Here is a chair of authentic design with hand-woven fibre seat, crafted by mountain folk according to an age-old method. Sturdily constructed of solid native hardwood.

Height 42" Seat 18" x 14"
Height of Seat 18"

Unpainted but sanded to smoothness ready to wax or decorate $6.45
With natural finish $7.45
COMPARE FOR QUAINTNESS AND CHARM
COMPARE FOR UNRIVALED VALUE!
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THE PANTHER LAMP

Just the "light touch" for den, library or office and a dashing complement to that modern interior. For added glamour the sleek modern "Panther" base is glazed to a high lustre in ebony black and the king size shade comes in an exciting Jungle leaf pattern on lipstick red or forest green background. Height overall 24¼ in. . . . . Price **$8.95** Post paid
C.O.D. if desired, fees added. Illinois residents add 2% sales tax.

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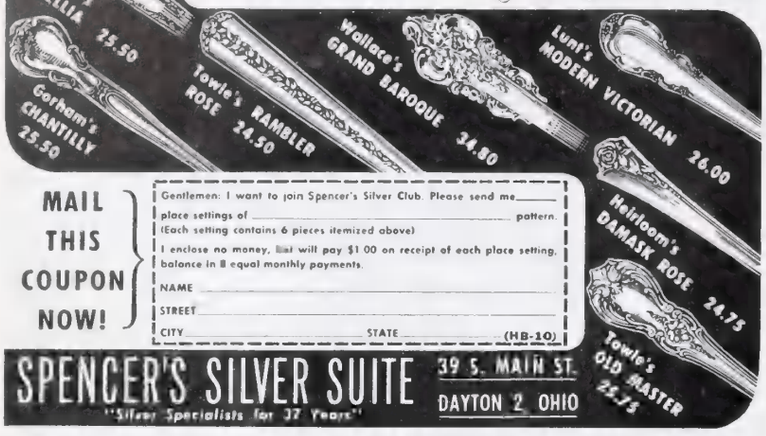
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COLLECT your favorite Sterling Silver this budget-wise way! We carry all the patterns—by world's famous silversmiths such as Gorham, Towle, Wallace, International, Lunt, Heirloom, Tuttle, Whiting, Watson, Smith, Alvin. Order one or more place settings. Each Setting includes Teaspoon, Knife, Fork, Butter Spreader, Salad Fork, Soup Spoon. Pay $1.00 on receipt of each place setting, balance in 8 equal monthly payments. You pay nationally advertised price, no extras, no interest, no carrying charges, *no money down!* Included at no extra cost, roll with each 6-piece place setting. Start YOUR dreamed-of Sterling collection this easy, thrifty way. Use the coupon today. Odd pieces are available in all patterns.

© 1950 Spencer's Silver Suite



MAIL THIS COUPON NOW!

Gentlemen: I want to join Spencer's Silver Club. Please send me____ place settings of ____ pattern. (Each setting contains 6 pieces itemized above)

I enclose no money, but will pay $1.00 on receipt of each place setting, balance in 8 equal monthly payments.

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SPENCER'S SILVER SUITE
"Silver Specialists for 37 Years"
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A Gift She'll Use Every Day!

HANDI-MITE DISHWASHER

The modern, easy, fast way to do dishes! Brush dishes sparkling clean . . . in a fraction of the time . . . with the new Handi-Mite Dishwasher. Fastens to any faucet. Press button—and soapy water flows. Release button for clear rinse water. Keeps your hands out of hot water. Two brushes included: Nylon for glassware and china . . . Brass Wire for pots and pans. Sure to give a lifetime of dishwashing pleasure. A welcome Christmas gift.

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RIC-O-BAC

the magic wool felt cushion. Self-adhesive to all surfaces, all materials . . . No gluing. Washable. Permanent . . . Conforms to any outline or size of bric-a-brac, lamps, ash trays, etc . . . Cushions, silences, stops breakage . . . easy to apply, just press it on

4 Packages . . (4 yards) . . $1.00

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Ride 'em cowboy.

Ride 'em cowgirl!

COWBOY HORSE

with belt, bit, reins



Youthful cowboys' and cowgirls' fondest dreams come true when they "hitch up" this horse's head around their waists and "ride". Stuffed, heavy-gauge washable Vinylite in realistic Palomino colors. Complete with belt, bit and reins. 12½ x 16 x 3½. Safe, durable. Postpaid $3.25

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BROIL ON TOP OF YOUR STOVE for the cleanest of cooking—the keenest of flavor! Use no fat! Meat, poultry or fish broiled in the 12" heavy cast iron AXFORD BROILER with grill-ribbed bottom has matchless, mouth-watering flavor. Drippings drain away—flavor is sealed in. No grease-spattered oven to clean. Never again will you broil any other way!

$3.95 *postpaid*

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exclusively **Walter Thomas**

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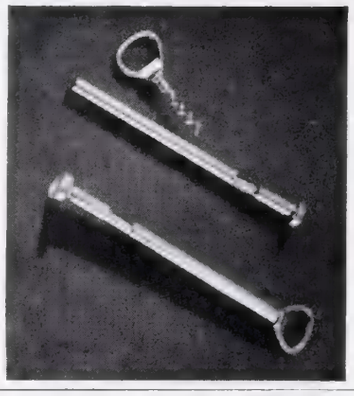
Window



SUPERB DOGS. These are so completely wonderful that we hope they inspire you to start a collection. They must have been modeled by someone with a great and abiding love for dogs, because no one else could duplicate with such affection all the details that make puppies so lovable. Either of the two ceramic models shown is $7.50 ppd. Tonti Hutchings, Box 9, Freeport, N. Y.



BANG-UP TOY. Everything works on the Playskool Workbench, and by the time Fatso is old enough to use his father's tools, he'll know all the tricks of the trade. The bright wood nails are pounded into bench with hammer, pulled out by the claws of the hammerhead. And the real fun is taking it all apart! Even the vise works. $2.75 postpaid. From Downs & Co., 81 Salem Lane, Evanston, Illinois.



NOW YOU SEE HER, now you don't—and a slightly tipsy gentleman with a fond recollection for the days of burlesque will be bewitched but bewildered by this bar gadget. It combines muddler, corkscrew, and bottle opener, but the fun begins when you turn it up. A tiny doll, allergic to clothes, appears. Turn it down, she vanishes. $2.95 ppd. Bar Mart, 62 W. 45th St., New York 19, N. Y.

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Exciting salts and peppers to give, to own, to collect. In glazed ceramics.



Black Cat and Pumpkin Shakers

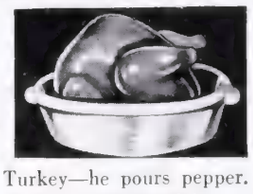
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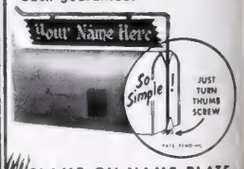
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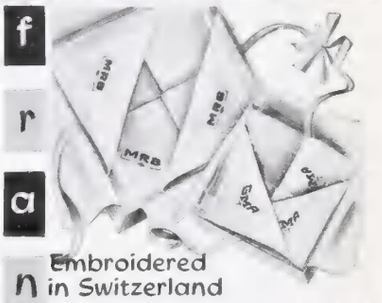
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"little joe" **WIESENFELD CO.**
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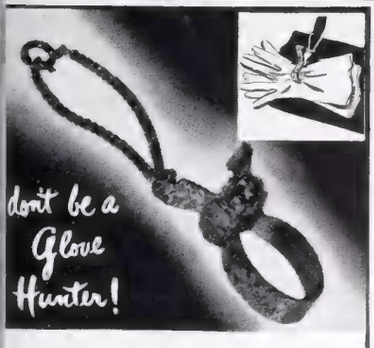


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Add 25c p.p. and ins. each box.
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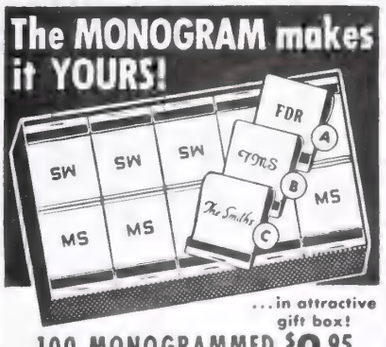
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Your money back says you will.
Genuine walnut top $17.95 postpaid.

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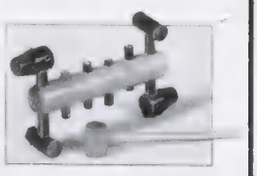
Gifts

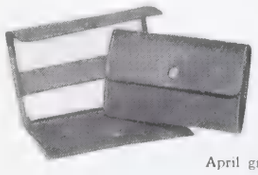
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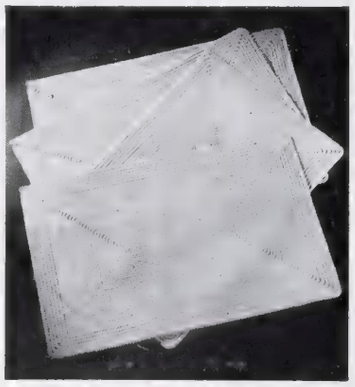
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THE ONE YOU LOVE will be streaked with luck if you give him a lucky leprechaun. Just tell him to rub his forehead and hands each day, because that's how the little people recognize their master. Handmade of green ceramic, with peaked hats, and pointed boots, they come in assorted poses, give surprising spunk to flower arrangements. $1 each plus 15¢ post. Studio Shop, 557 Boylston St., Boston, Mass.

(*Continued on page* 49)

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on the wall or standing up

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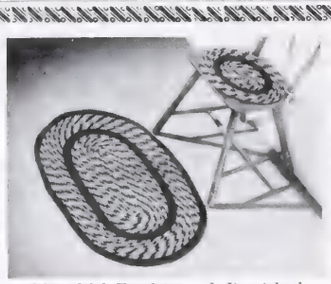
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CHAIR MATS and RUGS

You ought to see the new fetching color combinations in my 1950-51 stock of matching Braided Chair Mats and Rugs. They're colorful, comfortable and Colonial looking. Will wear for years. Choose from these PREDOMINENT colors: BLACK with red, RED with maroon, BLUE with wine, GREEN with brown. CHAIR MATS (14" diameter) $1.00 each, 4 for $3.25. MATCHING RUGS 18" x 30" $2.25; 21" x 36" $3.25; 27" x 48" $5.25; 3' x 5' $8.50, all postpaid. No C.O.D's please.

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THE ORIGINAL FOLDING Table TOP $4.95



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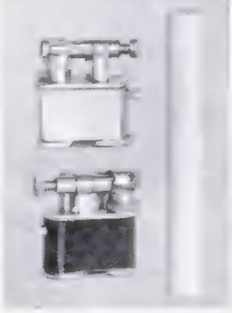
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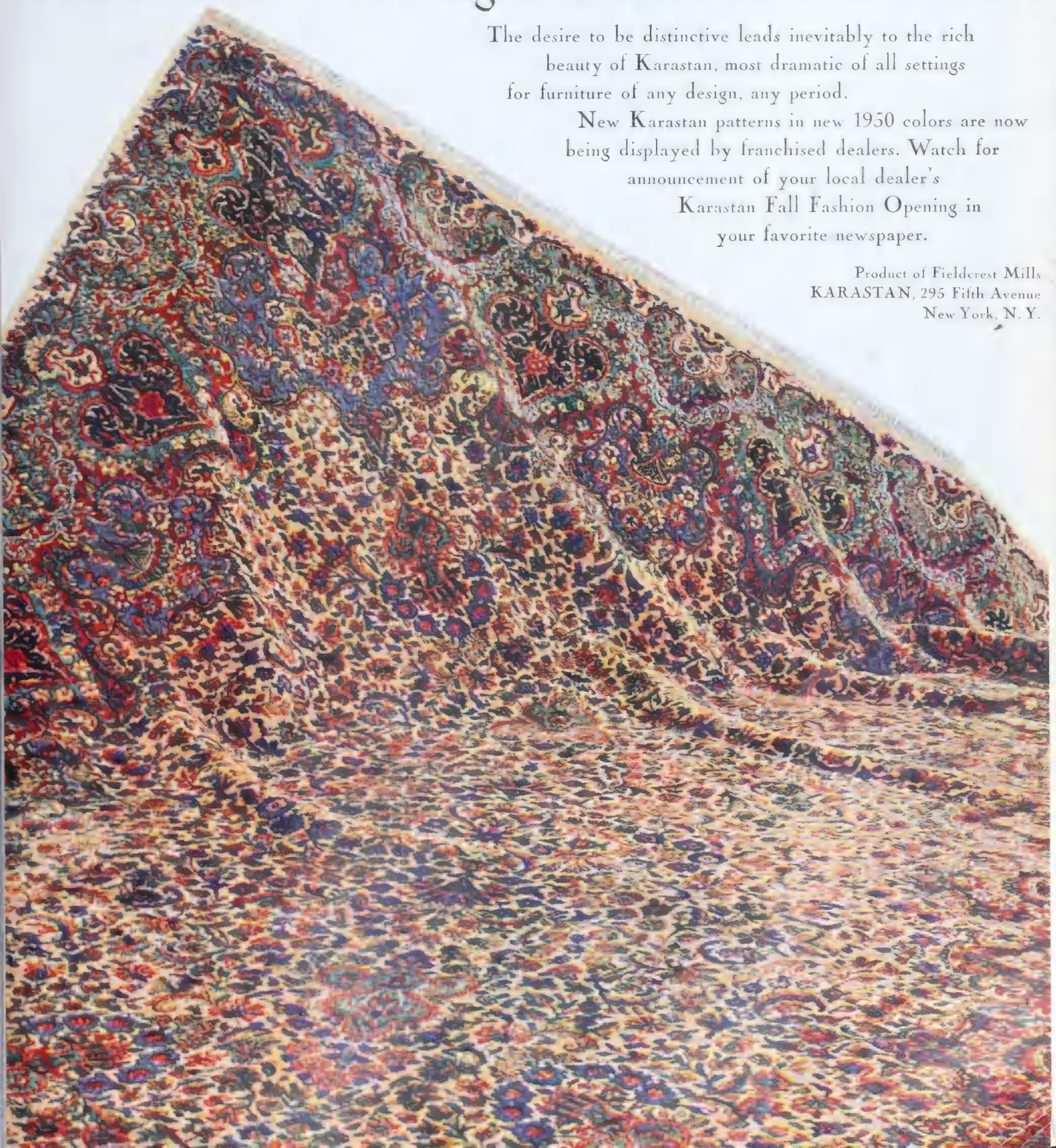
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Window Shopping

CONTINUED FROM PAGE 44

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CTURE THIS holding a sau- picture of the apple of your ! The handmade ceramic me comes with the child's first ne in pastel green. yellow. or e. Just scotch-tape or paste the et easel back in place. $3.50. send in a picture. and it will reproduced to fit the 2½" x " opening. and hand-tinted in manent finish. Send coloring. Ppd. Evelyn Reed. 538 Mad- n Ave.. N. Y. 22.



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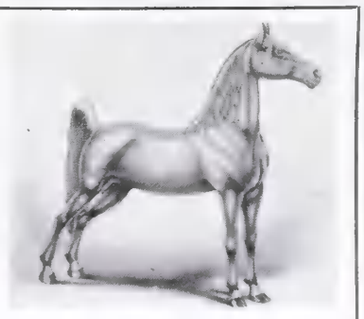
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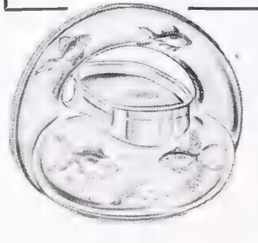
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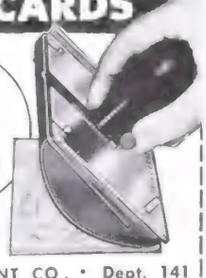
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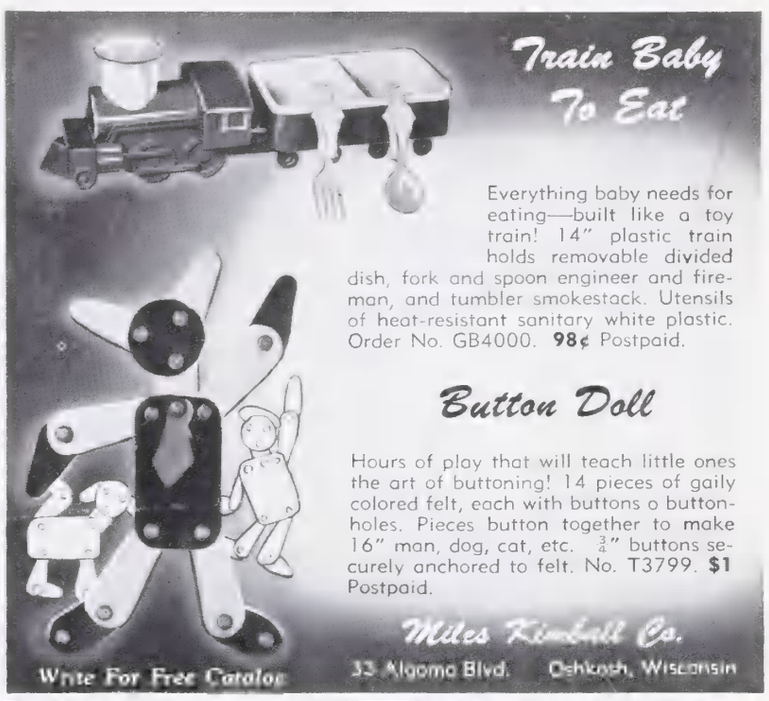
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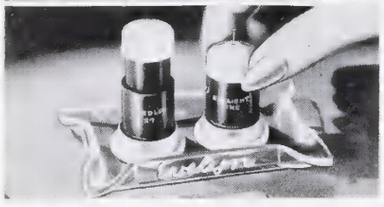
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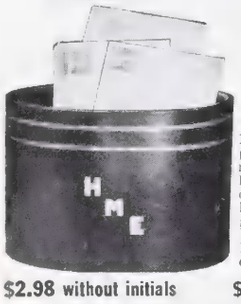
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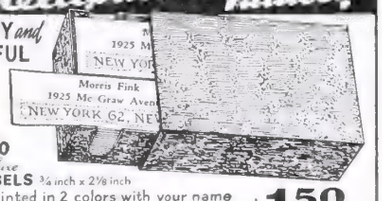
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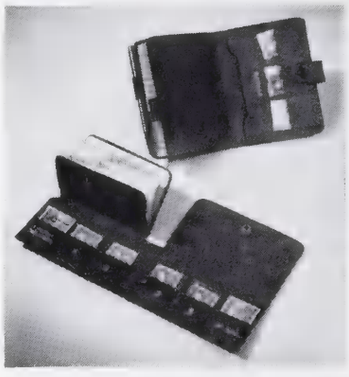
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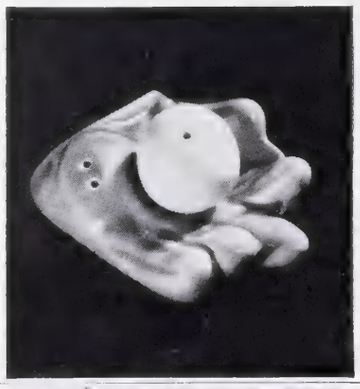
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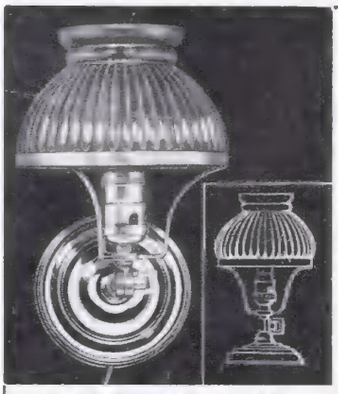
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QUAINT AND CLEVER

Combination Colonial Pin-Up and Table Lamp

A treasure of a lamp—and so versatile! Just attach it to the wall—or just turn the knob and let it stand sturdily on your favorite table. Perfect in your living room, dining room, study or den . . . blends beautifully in your bedroom or kitchen. Expertly crafted in solid brass, heavily lacquered for permanence, 13" high. Ribbed glass shade in green, yellow or red. A charming addition to any home—an unusually thoughtful gift!

$4.95 each, $9.50 a pair, postpaid.

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UNIQUE WROUGHT IRON PLANT STAND



holds 9 plants in any desired arrangement

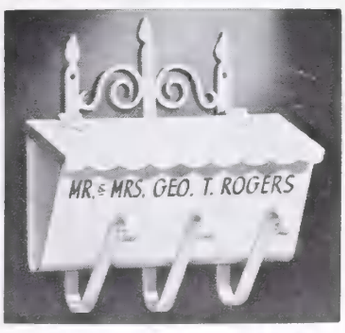
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48" high — 25" wide
$15.95 Post Paid
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Set of 9 Flower Pots
3 White, 3 Yellow, 3 Green
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MAILMASTER by the HANDICRAFTERS

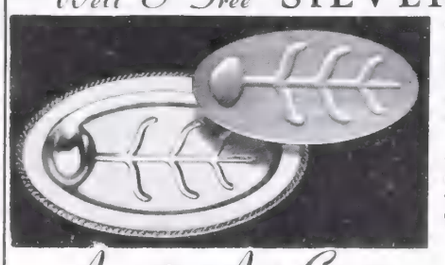
Beautiful handmade heavy brass mailbox with hand wrought rustproofed iron scrollwork. 12¼" long—6½" deep—4" wide. Your name hand-lettered free. Choice of two coat baked enamel finish in Bone China White, Cherokee Red, Jonquil, Black;—highly polished lacquered natural brass;—or we will match any color sample you submit.

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Combined with Carving Board



Something truly new! CARVON birch board to protect the treasured, footed, gadroon decorated, heavy silver-plated platter, from marring—assuring life-long service.

Both available in two sizes:

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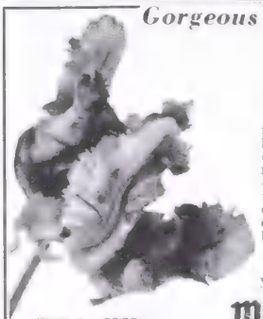
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Gorgeous in Your Garden!
Exquisite in a Vase!

Max Schling's Famous PARROT TULIPS



These new rare, exotic tulips are ideal for the home gardener. Their luxuriantly fringed, wide-open flowers and sturdy, straight stems make them perfect for cutting and decorative arrangements. Available in special assortment of lovely colors—pink, red, blue, yellow and orange. Plant this fall for May blooming.

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Guaranteed to Bloom!

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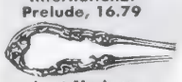
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Now buy sterling silver on this easy payment plan

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Wallace Rosepoint, 18.95


International Prelude, 16.79


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Now buy the world's finest sterling on easy payments, as low as 1/10th the price of each place setting monthly. Select your favorite pattern from Gorham, Towle, Reed & Barton, Lunt, International, Heirloom, Wallace. In a few days your sterling arrives. Knife, fork, teaspoon, salad fork in place sets. Pay only 1/10th of price each place setting monthly. Nationally advertised prices. No carrying charges. Just mail coupon today. No down payment. Anti-tarnish roll free. Your favorite sterling silver is yours at last—so easy—and so convenient.



Gorham Lyric, 17.75

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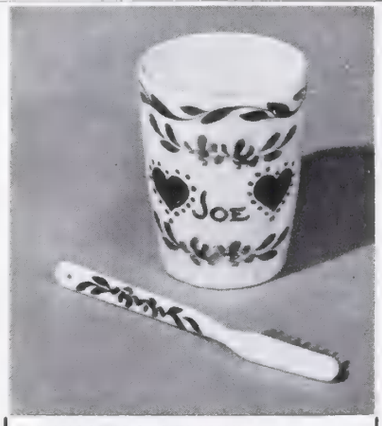
Gentlemen: I wish to enroll in Heitkemper's Sterling Club. Send ____ place settings of _____ pattern. I will pay each month 1/10th of price each place setting, which includes knife, fork, teaspoon, salad fork. No down payment. No extra charge. Nationally advertised price. Federal tax included.

NAME _____

STREET _____

CITY _____ STATE _____

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YOUNGSTERS DELIGHT at the sight of this practical gift! A toothbrush and tumbler set hand-painted in pink, blue or red hearts, flowers and the child's very own name! It makes tooth care fun! Fine, sanitary plastic . . . tasteless, and odorless, holds its shape. Toothbrush with white nylon bristles. The set $1.00 Ppd.

A Gift Favorite for 10 years!

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9.95 HANDCOLORED AND FRAMED

We will copy your precious photograph, if in good condition, on fine ivora composition (which resembles old ivory in texture). The miniature (3¼x4¼") will then be handcolored in oil and framed in a 24 kt. gold-plated filigree frame.

Slight additional charge for restoring photographs that are time-worn or mutilated.

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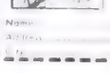
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FROM ROGUE RIVER VALLEY for Christmas Giving



EXPRESS PREPAID ORDER EARLY

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POLLY PUSHCART



Every girl who wants her bobby pins kept handy and handsomely on her dressing table will appreciate this adorable and different gift. Polly Pushcart is handpainted on wood in gay lollypop colors and her miniature wheelbarrow is the perfect size for bobby pins, cigarettes, toothpicks or even whatnots. You'll be glad you ordered all you need. No C.O.D.'s please.

Postpaid $1.00 each

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THE HOUSE OF THRIFTY GIFTS

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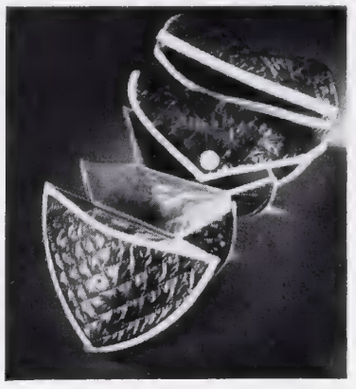
Window



MAKE YOUR ARRANGEMENTS with Flower-Lites, your dinner table will be loveliest in town. Deep glass bowls, 4½" wide and high, are fitted with clear flower and candle holders. For holiday centerpiece, let a candle soar up from a circle red carnations and holly le $2.95 the pair. Ppd. Glass Mfg. Co., 920B Chicago Evanston, Ill.

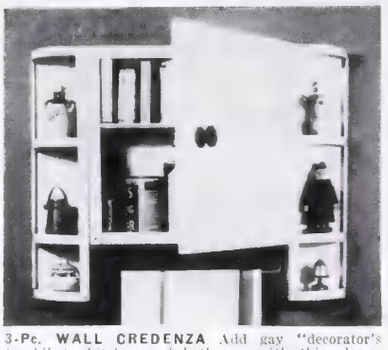


HAVILAND ROSE is our vorite of the many pattern this line of fine American china, and we recommend a pretty setting for any The full-blown pink rose st out against a background of green leaves on an ivory-t china. Rimmed with an emb laurel design, the 5-piece setting is $10.45 ppd. Open available. The Jolly Tar, 24 pect St., East Orange, N. J



A HEARTFUL OF NYL for a stocking-mad lady, and might even tuck a glittering in the zippered jewel pocke tached to the back of the qu plastic heart. The four stoc pockets unsnap from the tai proof jewel compartment. G lavender, blue, or gray, b with pink. $1.35 ppd. Unfille course! Anne's Art Corner, Main St., New Rochelle, N

DRESS UP YOUR HOME



3-Pc. WALL CREDENZA Add gay "decorator's touch" to kitchen and bathroom with this clever, handy Wall Credenza! Center cabinet with attached towel rack holds spices, etc. in kitchen—toilet water, powder, etc. in bathroom. Put colorful knick-knacks on side shelf units. Easily attached to wall. Sturdy steel, gleaming white enamel finish. Overall size 21" side, 17" deep.

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New! There's No Better PROTECTION.

Provide lasting beauty for your furniture against dirt, grime, water, children or pets. able, won't crack or peel. On or off in jiffy prices, *plus money-back guarantee!* Most ch $3.95. FREE BOOKLET explains how they pay for themselves. Send name & address

HOUSE OF SCHILL

Dept. A, 180 North Wacker, Chicag

Shopping



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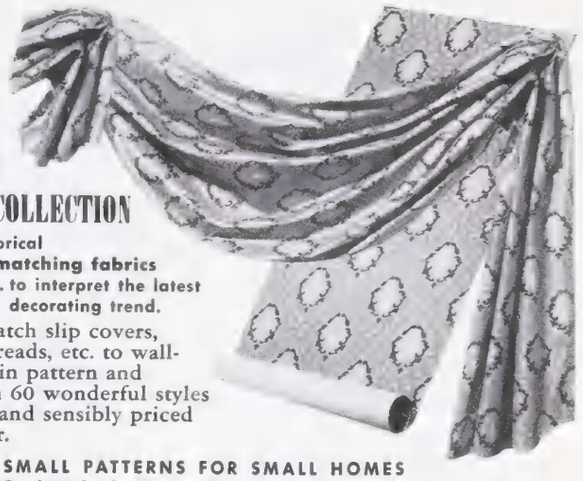


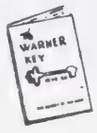
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WARNER'S WATERHOUSE COLLECTION

of historical wallpapers and matching fabrics ... to interpret the latest decorating trend.

Now you can match slip covers, draperies, bedspreads, etc. to wallpapers identical in pattern and color. More than 60 wonderful styles to choose from, and sensibly priced for the particular.





SMALL PATTERNS FOR SMALL HOMES

Send 25¢ for the "Warner Key to Decorating" 1950 Ed. Tells how to approach decorating, prepare for wallpapering, and take care of wallpaper. Also includes several actual samples of the Waterhouse Collection wallpapers and matching fabrics. Address: 420 S. Wabash Avenue, Chicago 5, Illinois.

Dept. HB 3

The WARNER Company CHICAGO



Candlelight Enchantment!

The soft glow of flickering candlelight enhances this **IVY CIRCLE.** A *crowning touch of glory* on your dining room table. **For beauty every day,** fill the circular trough with water, and ring with ivy. **For gala occasions,** pack with masses of sweetheart roses, or blue cornflowers, white candy tuft, and red carnations. *Beautifully gift boxed.* Choice of crystal, emerald or ruby.

12" diam. plexiglas ring ..... **$6.95** ppd.

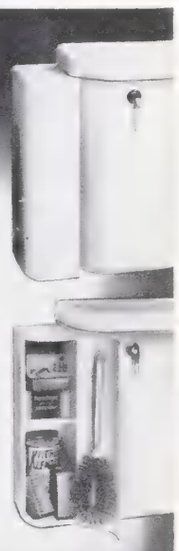
6" diam. for single candle in center **$4.50** ppd.

Write for New 1951 Catalog of Unusual Gifts.

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Neat!

BATHROOM CABINET



Keeps bowl brush, cleanser, soap, extra tissue, etc., hidden from view. Out-O-Way Cabinet attaches without tools to either side of tank, on wall or door. Of white enameled metal. Spacious 15½" high with 2 compartments. Plastic bristle brush is included. Order No. H14. **$3.29** Postpaid.

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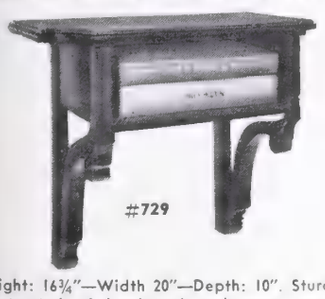
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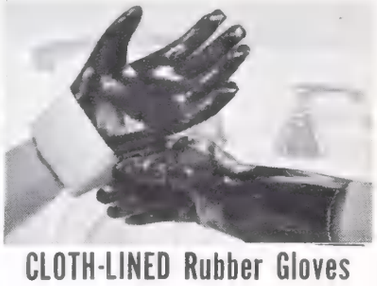
$6.75 MONOGRAMMED

25c P. P. and Ins. Sorry, no C. O. D.'s.

Franklin-Baker THE LINEN SHOP, INC

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CLOTH-LINED Rubber Gloves

Special by Mail Offer

$1 A Pair Postpaid

Unusual Value! New, different rubber gloves for house-and-garden uses. Protect hands and manicure when *dishwashing, gardening, cleaning, laundering, painting, washing diapers, etc.* Soft, *cloth-lining makes gloves slip on and off easily, absorb, perspiration.* Easy to work in, light and pliable. Shaped, free-action fingers, with tips so like your own you can pick up a pin! Attractive, red color. Order pair for house, pair for garden, additional pairs for Christmas, showers, birthdays, bridge prizes. *Send for Free Circular.*

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Dept. 58, Bloomington, Ill.

Send _____ pairs @ $1 a pair. Size _____. *Specify small, medium, large, or give dress glove size.* LARGE-size for men @ $1.50. ***Clip this.***

FOR JUNIOR COWPOKES!



William Boyd as Hopalong Cassidy

HOPALONG CASSIDY RADIO by Arvin



Kidproof! Crashproof! Complete with Lariatenna!

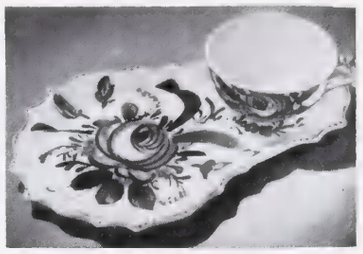
You'll gladden the heart of your favorite pint-size cowhand or cowgirl with this big performing, full range Hopalong Cassidy radio by Arvin.

It's a real radio—full size; 8¼" long; 5 5/16" high; 3⅝" wide. Amazing rich, full tone. Tough and true as Hopalong himself—the cabinet is crashproof! Safe, too—it's Underwriters' listed.

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PARTY SET-UP!
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Glorious high-glaze pottery plate and cup . . . hand-painted Nova Rose pattern in brilliant, beautiful hues! Charming for lunch, buffet or tea parties . . . most original of gifts!
Single set $2.25
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EMRICK 5-in-1 MACHINE Complete with 1/3 H.P. Motor, Drive Pulley, V-belt, 7" Saw Blade, 5 Wood Drills, 6 Best Quality Lathe Turning Tools, 2 Steel Bench Legs, Buffing Wheel, 6 Abrasive Discs and Distic.

5 Complete POWER TOOLS for TURNING DRILLING SAWING SANDING GRINDING

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Window Shopping



SHAVE TALE. A young ma in our office, who sees close to thousand WINDOW SHOPPING item a month, is numb when it come to gadgets. But according Charlie, "This is the best yet! A pure badger shave brush, ha any first name or initials engrave in clear lucite handle. Rustproo metal grip attaches to wall wit suction cup. $4.95 ppd. Crow Craft Products, 246 Fifth Ave New York 1, N. Y.



SHEAR MAGIC. The famou Japanese flower-arranging shear are the very best there are fo cutting stubborn stems whil you're working on a spectacula arrangement for the piano dining-room table. Send a pa to every garden-club woman o your Christmas list. $3.50 pp Baker's, 1532 Sansom St., Phil delphia 2, Pennsylvania.



TAG HIS BAG and his cadd won't have trouble identifying h clubs while your household Hoga waits at the first tee. In black brown plastic with the name the golfer and his club engrave in white, it buckles on his go bag with a leather strap. F giving great distinction to lu gage, it has your name and a dress. $3 each ppd. Bodine's Baltimore, 444 E. Belvedere Av Baltimore 12, Maryland.

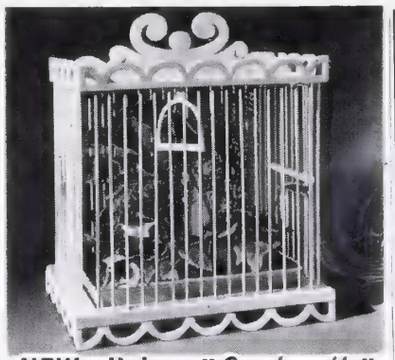
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SUGAR AND ICE TONGS

Simply press handle, and tongs open . . . release and claws grasp ice or sugar firmly.
Triple plated silver with 3 gold crowns in blue enamel handle. Exquisitely wrought. Classic simplicity.
Order a set today for a Christmas gift, anniversary, wedding, birthday or bridal shower. They really look smart in the tea set of the discriminating hostess!

Sugar Tongs ..$4.00
Ice Tongs $5.00
Set of Both .. $8.75 (limited supply-Ppd.)

Scandinavia House
DISTINCTIVE IMPORTED GIFTS
111 EAST POST ROAD WHITE PLAINS, N. Y.

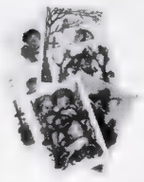




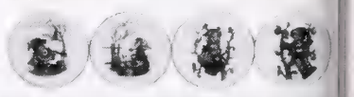
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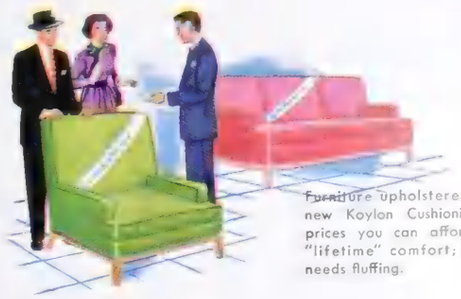
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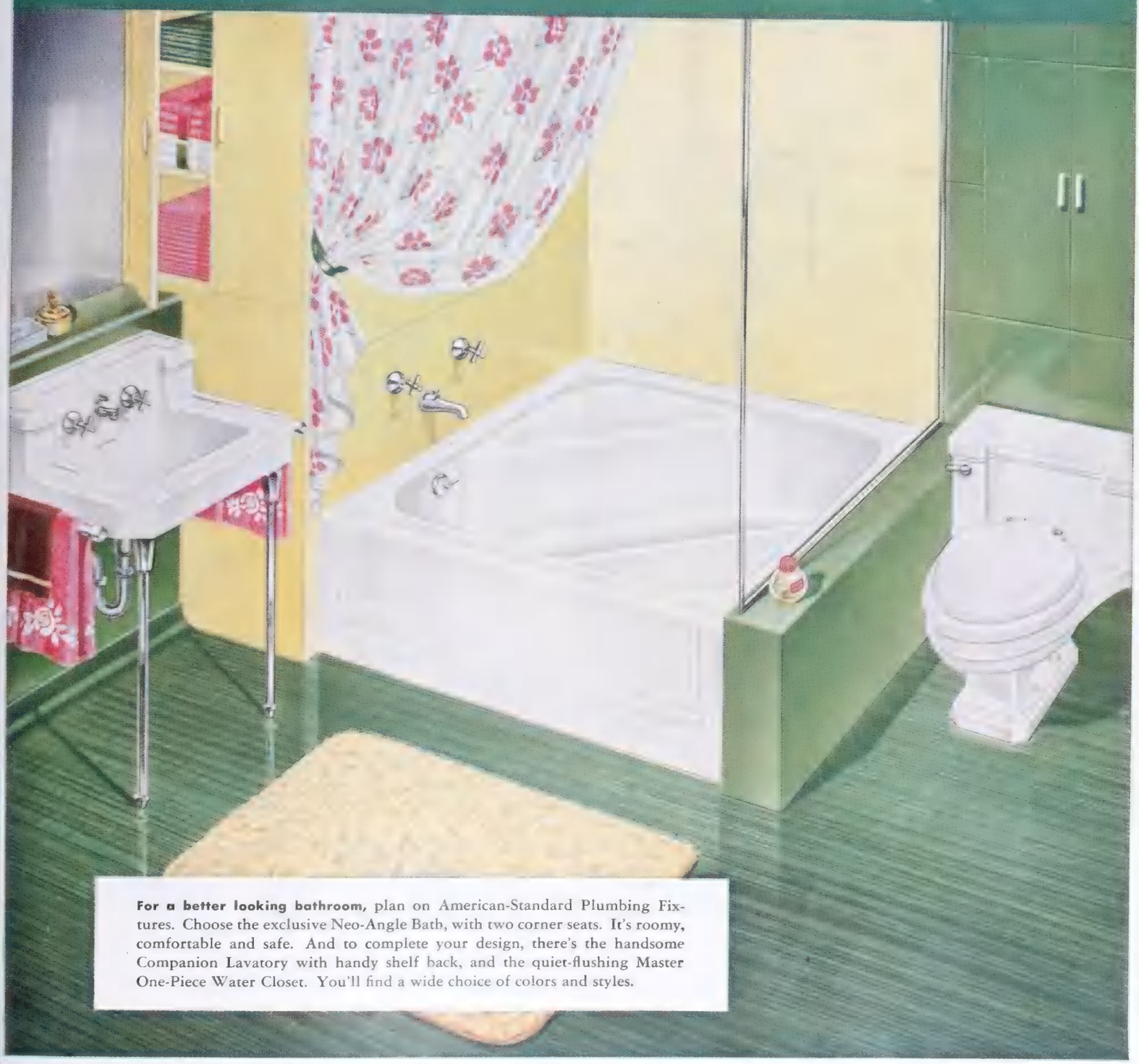
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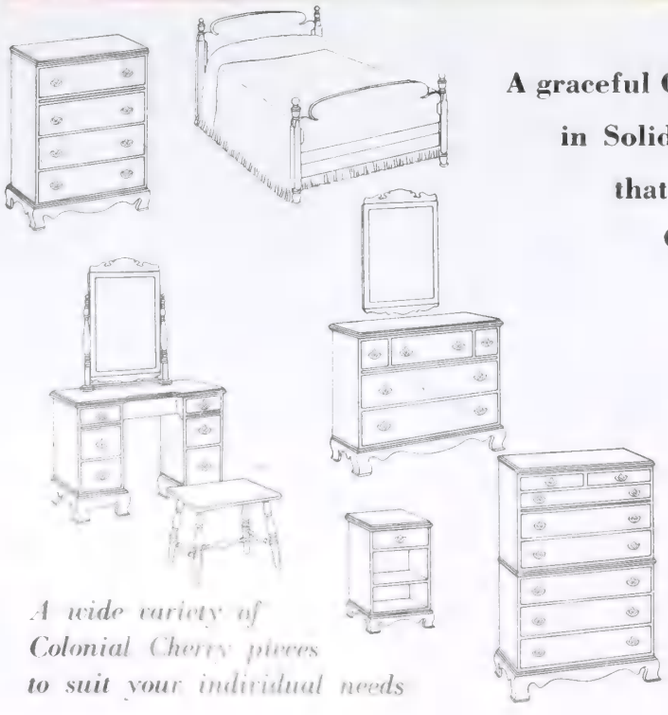
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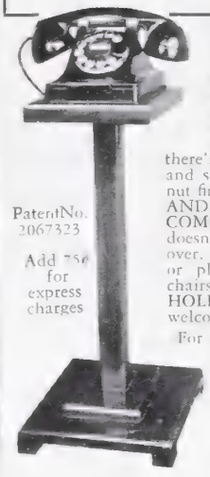
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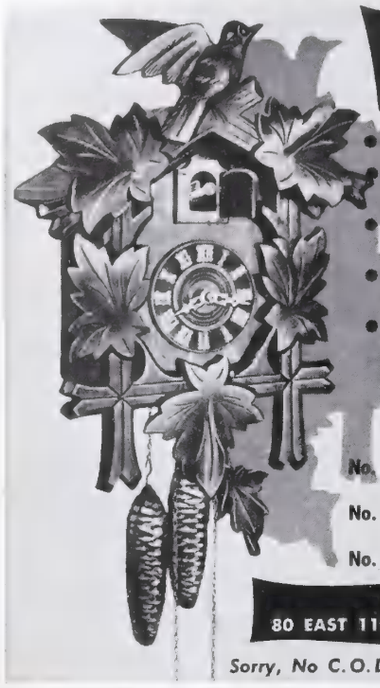


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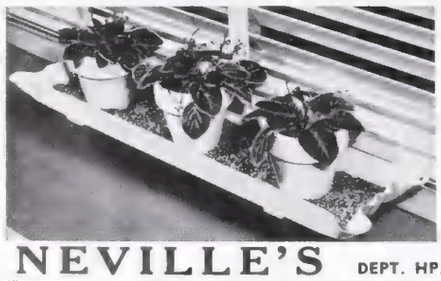
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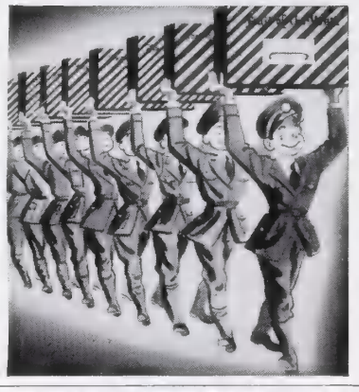
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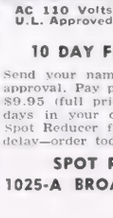
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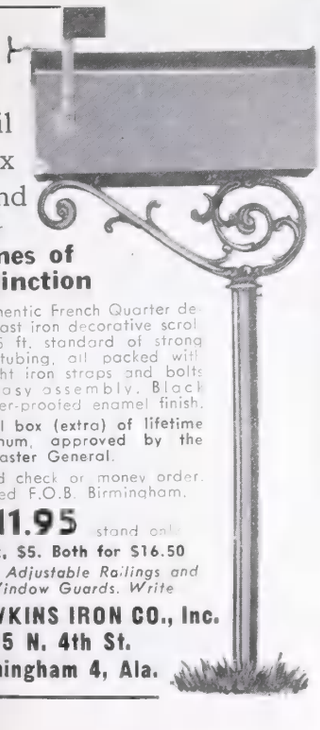


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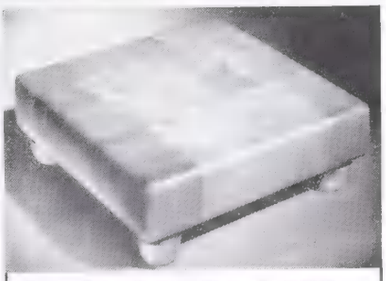
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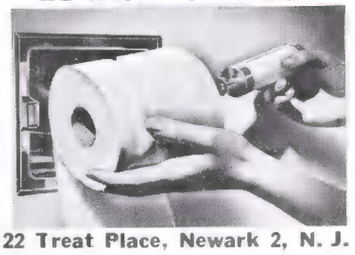
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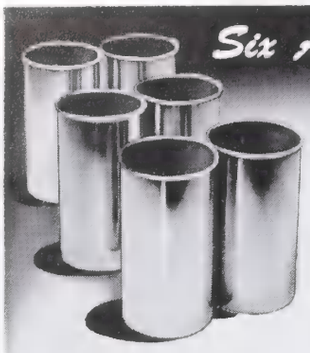
Now! Keep your bathroom always freshly scented, always free from odors with this new *concealed* deodorant! No cap to unscrew, no bottle to spill, no wick to expose. *Deodoroll* is a tissue roller that contains a cylinder of wonderfully scented ingredients which keep your bathroom fresh day and night. The self-evaporating fragrance lasts for as long as three months. Comes complete with 6-month supply of scented cylinders and adapters to fit any tissue holder fixture. Only $2.00 postpaid—or send C.O.D., $2.00 plus postage and handling. Additional 6-month supply of scented cylinders—$1.00.

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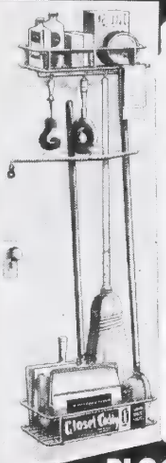


Make dozens of enviable hors d'oeuvres in minutes! Lay out slices of ham, cheese, salami, etc., press the cutting edge alternately over each piece until the 2½" aluminum stacker is filled. Insert a pick, press the plunger and you have a snack. Two boxes of plastic picks included. No. HK4286. **$1** Postpaid.

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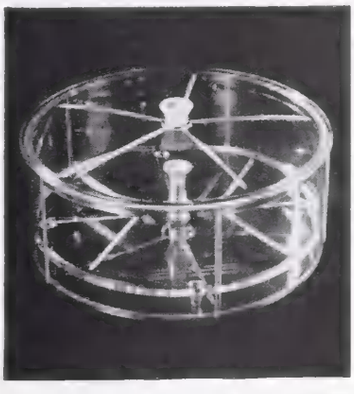
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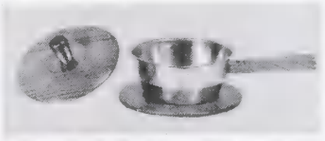


NG LIVE THE CHEESE. you can order a *big* cheese your holiday entertaining, and worry about keeping it fresh u have the Cheese Pre-Server. lear plastic drum. 8¼" wide, ' high, has a tight-fitting cover a false bottom. Under this, some vinegar, and your cheese approach immortality. $2.95 We found it at the Colonial len Shop, 60 Green Bay Rd., netka, Ill.





Matches Northmore's famous stamp holder pictured at right.



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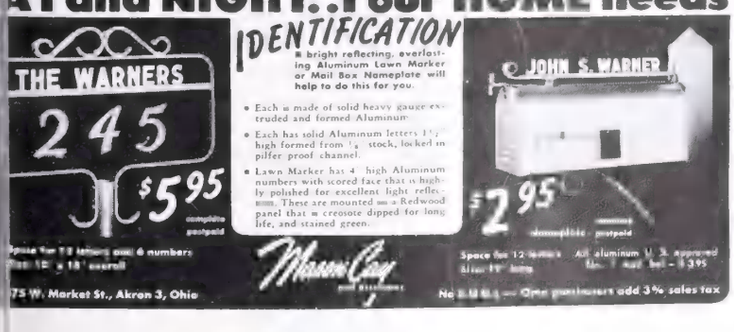
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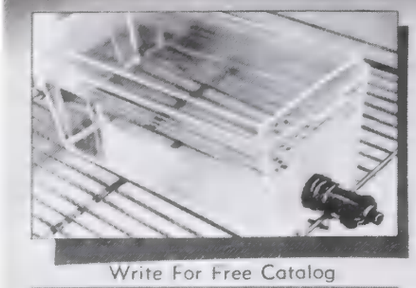
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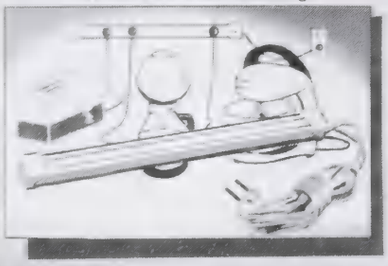
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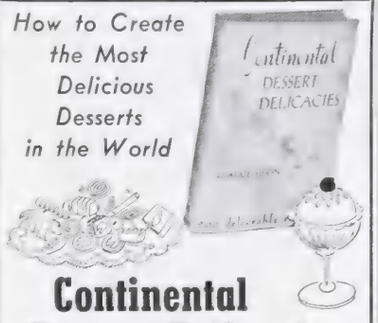
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Continental Dessert Delicacies

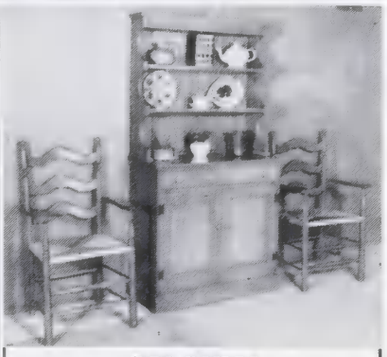
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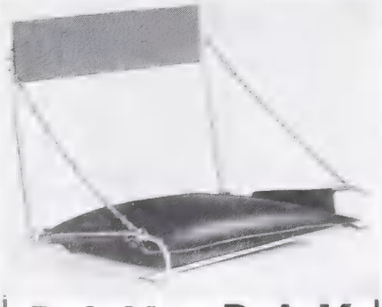
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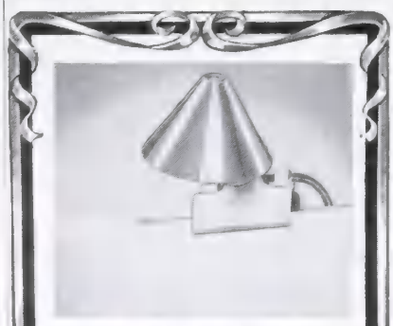
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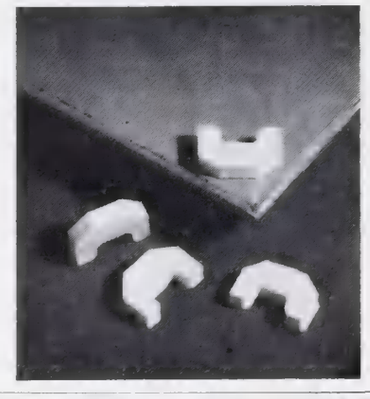
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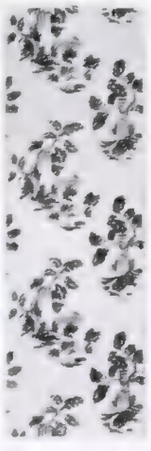
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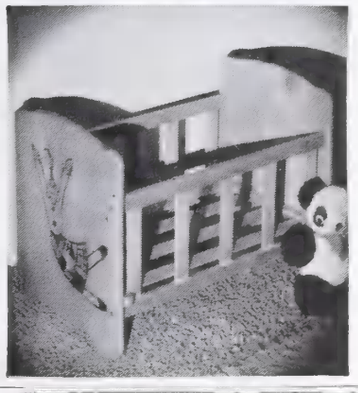
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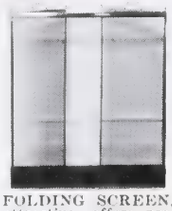
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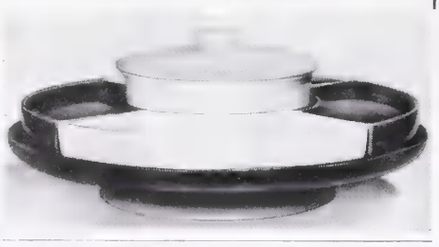
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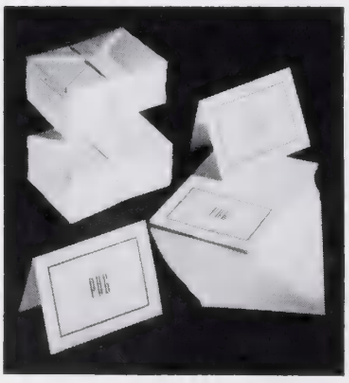
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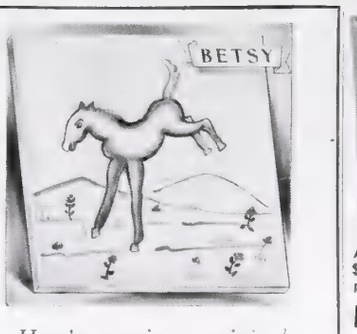


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(*Continued on page* 73)



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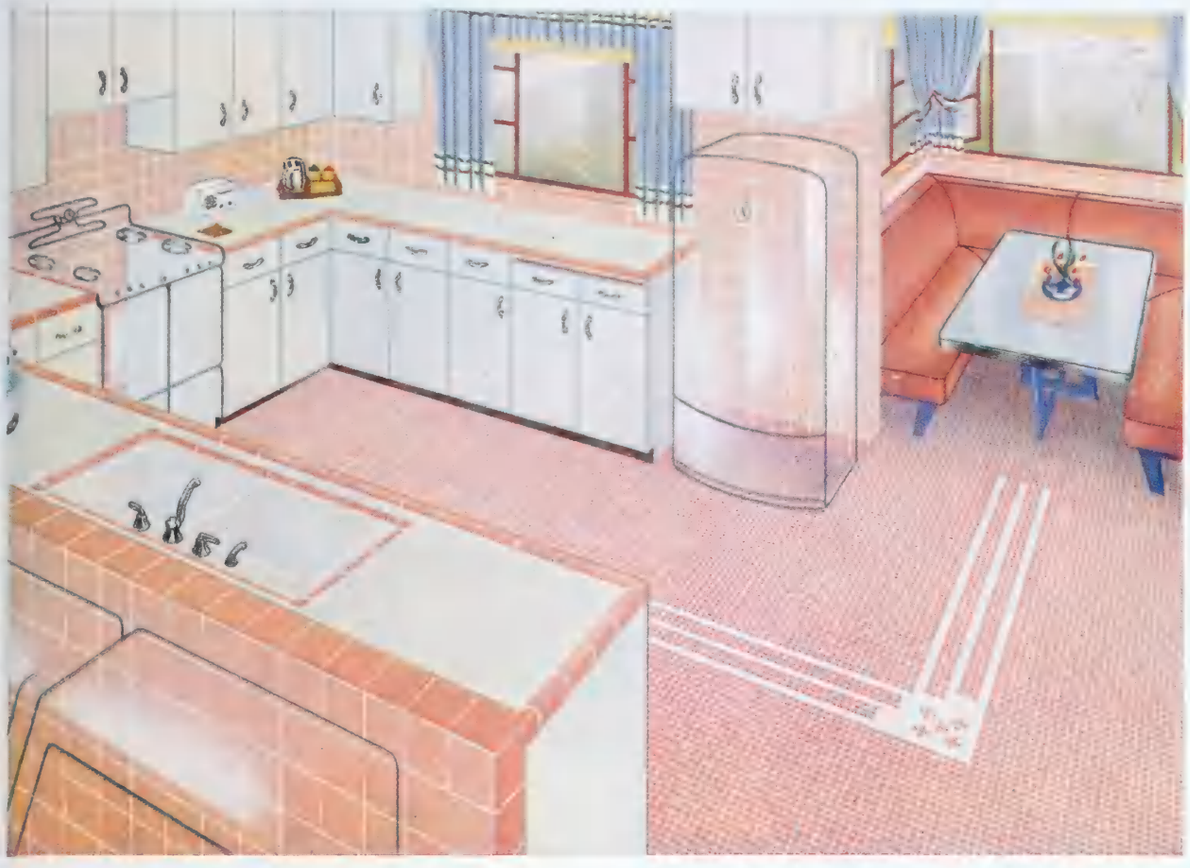
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Her architect proposed Suntile

and the lady said... "Yes!"





"Would you like a Suntile kitchen," said the architect, "done in beautiful *new* colors?"

And the lady said, "Yes!"

She's been having a wonderful time choosing *her* colors from the almost limitless number of combinations available. Decorating's easy when you have Suntile's Color-Balance to help you. You can blend your ideas into a color-perfect room that will actually seem to smile at you!

Aside from its beauty, Suntile makes one of the most economical interiors you can choose. It's long-wearing, *real clay* tile that never needs refinishing or redecorating. It *stays* clean and color-bright with no more maintenance than the stroke of a damp cloth. That's why so many architects also propose Suntile for the utility room, the bathroom and every hardworking room.

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Your local Authorized Suntile Dealer is the man to see. He knows tile and he can give you excellent advice on its installation, *plus* a guaranteed job every time. You can get his name from your phone book, or by writing a card or letter to us.

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Now Ready . . . FREE DECORATING BOOKLET. It's Interesting, Informative! Write for yours today!

Window Shopping

CONTINUED FROM PAGE 68



JENSEN'S ACORN is one of that fine Danish silversmith's most famous patterns. Crafted in masterful detail from sterling silver, it is now available in these tea-time service pieces. For your elegant aunt who's "at home" for afternoon tea, they're a perfect remembrance. The tea strainer is $31, lemon fork, $6.24, sugar scoop, $6.50 including Federal tax. Georg Jensen, 667 Fifth Avenue, New York 22, N. Y.



PAMPER YOURSELF, and have breakfast in bed (even if you have to fix it yourself and crawl back in), or beside an open fire. But have it peacefully and luxuriously, served on this continental breakfast set. Made of china, hand-painted with pink poppies, the 9½" round tray comes with two-cup pot, sugar, creamer, cup, and toast rack. $7.50 plus 50¢ post. Carole Stupell, 507 Madison Ave., N. Y. 22.



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Add charm and bring springtime into your home. 4 LEAF CLOVER "Good Luck" Planters (5" x 5") in hand finished honey-toned pine wood with aluminum containers in back for artificial or growing greens.

2 GOOD LUCK PLANTERS $2.95

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for men and women

Native, northern deerskin — softest, smoothest gloves imaginable! Pullon style, creamy natural shade, contrasting brown stitching. Completely washable, stay soft for years. Buy now for Christmas. Men's sizes, $6.50; women's, $6, ppd. Add 25c w. of Miss.

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Your three-letter monogram the striking point of interest; new, rounded corners for more graceful draping; decorator shades to set a color-pace in modern or traditional bedrooms: oyster, stone grey, beige, copen, powder blue, yellow reed, chartreuse, sagesand green, jade, rosedust, cedarwood brown, cherry rose, almond green, wine, or white . . . with monogram and tailored bands in contrasting color of your choice. When ordering state color choice for monogram and bedspread; underline principal initial of monogram.

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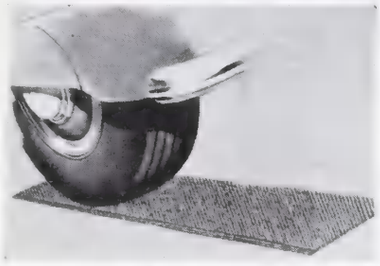
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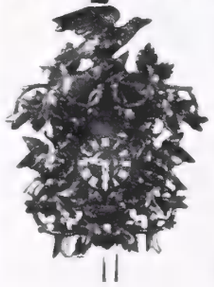
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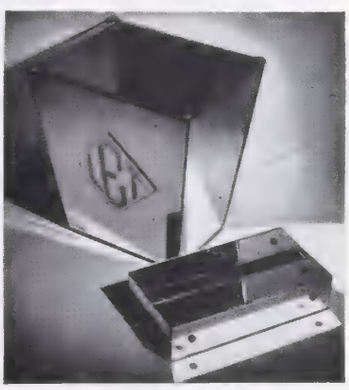
Shopping



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Wine decanter, 21.

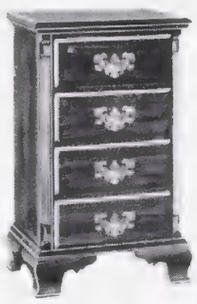
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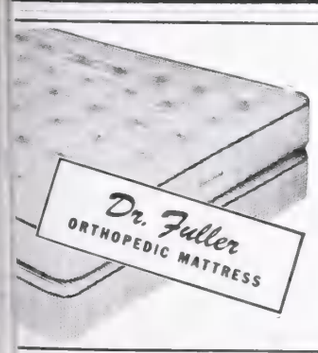
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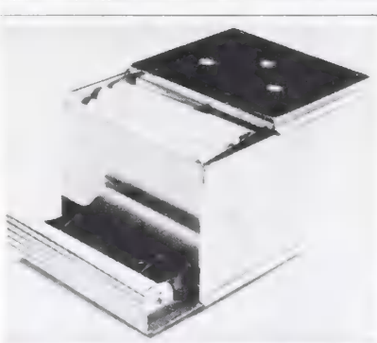


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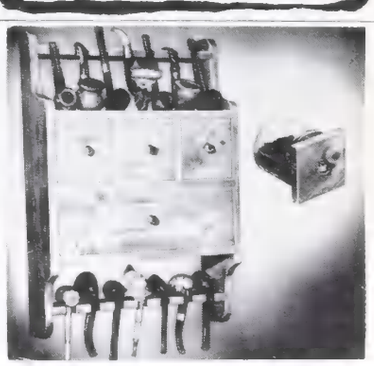


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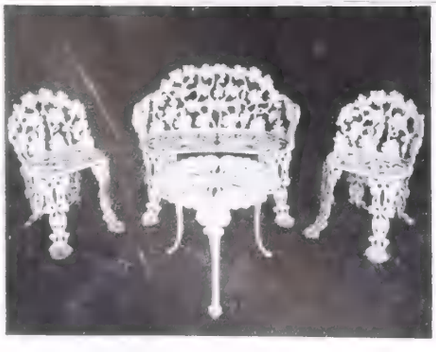
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Window



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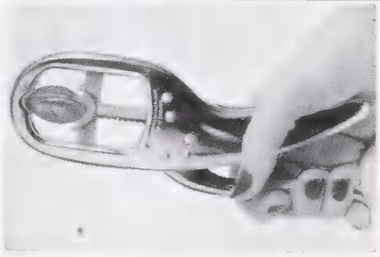
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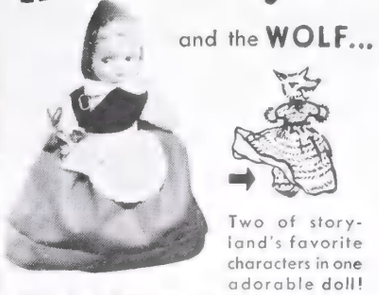


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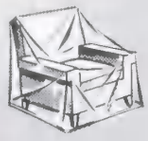
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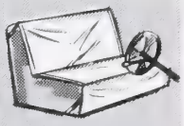
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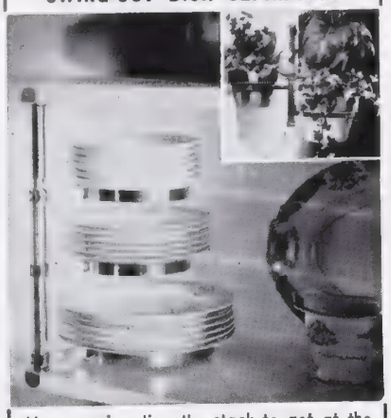
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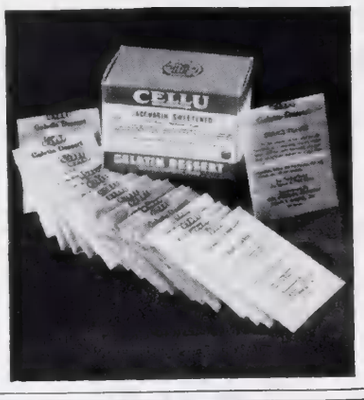
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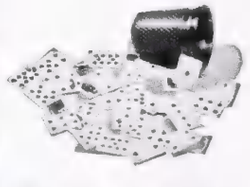
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NOW A SAFE, AUTOMATIC ALL NIGHT OPERATING...



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STEAM VAPORIZER

Gives clouds of soothing steam to relieve coughs, congestion, sore throat. Prescribed by doctors. Wonderfully SAFE for children! Shuts off automatically when water is gone. Low, quiet unbreakable case remains cool. Medicament chamber. 110 Volt A.C. Guaranteed.
Send $12.50—We Pay Postage.

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te Dept. B, THE SPARTAN COMPANY 1201 W. 29th St., Minneapolis, Minn.



Jacket-Stole, black genuine Caracul, braid bound. $27.50 tax & p.p. no c.o.d.

HAROLD J. RUBIN furrier
52 E. 56th St.
new york 22

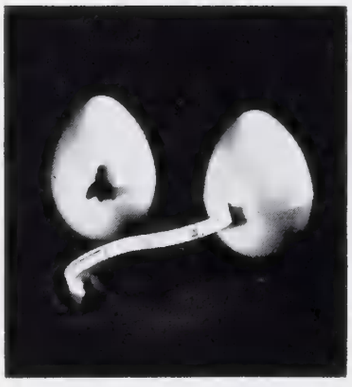


Over 200 Sparkling Crystal genuine Czech prisms on chandelier pictured. 13½" in dia., 16" long. Beautifully designed and constructed; in either silvery or natural brass; with either close ceiling or chain connection—$67.50. Write for free booklet of more elaborate models, also smaller ones as low as $30.00.

Old South Chandelier Shop

DEPT B—— BOX 2034
WINSTON-SALEM, N. C.

Window Shopping



THE EGG AND FLY are stuck on each other, and you'll want them in your sewing box, just for good measure and good fun. Pull out the fly, and you release a tape measure that will keep your basting or knitting on the level. The plastic egg comes in pretty pastels. 79¢ each, 3 for $2.25 ppd. Green Gable Gifts, 394 Lenox Ave., New York 27, N. Y.



FOR GRACIOUS SAKE! Dinner at eight—polished mahogany and fine linen and a low bowl of roses—needs the soft radiance of candlelight to complete the picture. So do consider these two branch candelabra, and please notice the price! Made of sterling silver, with weighted bases, they're 4½" high, 8¼" wide. Just $7.95 each, including tax. Ppd. Gifford um, 173 Canal St., New York 13



BRISTLES WITH DETERMINATION. Here's a little giant that's as talented at keeping your suede shoes groomed as it is at shining up your pots and pans or the top of your stove. The stainless-steel bristles, guaranteed not to come out, are set in a polished aluminum handle, and you'll want one for the kitchen, another for your dressing table. $1 ppd. Otto Pomper, 56 W. Adams, Chicago 3, Illinois.

(*Continued on page 85*)

REFINISH—REDECORATE THE EASY WAY



Dremel *Electric*

SANDER—POLISHER—MASSAGER

Say Goodbye to Hand Sanding—Polishing

A triple-duty tool so easy to handle a child can use it. *(1)* **As a sander,** it gets into tight corners, puts a satin-smooth finish on walls, woodwork, furniture, etc. **Straight-line (non-rotary) action will not burn or scratch surfaces.** *(2)* **As a polisher,** it does a professional job on waxed surfaces . . . cars, furniture, shoes, etc. *(3)* **As a massager,** it soothes tired or sore muscles.

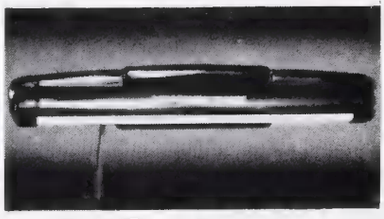
ONLY **$14.85**

LOOK AT THESE DREMEL FEATURES—14,400 strokes per minute . . . does the work while you guide it. Two moving parts . . . never needs oiling. Weighs only 2½ lbs. Uses 110-120 v., 60 cycle A.C.

WHERE TO BUY—Sander comes with 6 sheets assorted Garnet Paper for sanding, plus felt pad and sheepskin for polishing. Send **$14.85** . . . we'll ship postpaid. Or, send only **$2** now, pay postman balance plus postage, on delivery.

Money back if not delighted after 5 days' trial.

DREMEL MFG. CO., Dept. SP 490-K, Racine, Wis.



Fluorescent
BED LAMP
$10.95
POSTPAID TO YOU

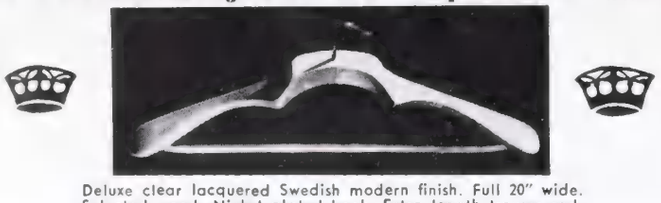
For bed-time reading. Completely adjustable. It's also a perfect lamp for many spots in your home. Clip it on over your mirror, hang it on the wall or mount it permanently. A perfect gift for all occasions.

DETAILS: Heavy gauge metal in gold, ivory or mahogany finish; 15-watt Fluorescent; 60 cycle A. C. only; 19" long; 3½" deep; 3-way mounting; adjustable reflector; built-in filter suppresses radio interference. Complete, postpaid for only **$10.95.** Send check or money order. No C. O. D. orders.

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P. O. BOX 6021
CHARLOTTE 7, NORTH CAROLINA

WORLD'S FINEST HANGER

Extra Wide Coat Hangers For Men. Imported from Sweden



Deluxe clear lacquered Swedish modern finish. Full 20" wide. Selected wood. Nickel plated hook. Extra length trouser rod.
3 for $5 ☐ **& for $9** ☐ **postpaid.** *No. COD's, Please.* HB

NATIONAL HANGER CO., INC. 253 West 26th St., N. Y. 1, N. Y.

TRUNDLE BUNDLE
Baby's Safest Sleeping Garment



Scientifically designed by a doctor, solves problem of baby's wrestling with confining bed clothes, pins or ties—allows complete freedom of movement. Zippered front. Baby sleeps between blankets.

	Infant to 1 yr.	1-2 yrs.	2-4 yrs.
Wool (Rayon Trim)	$8.95	$10.95	$12.95
Wool	7.95	8.95	10.95

Cotton (All Sizes) — $4.95
Broadcloth (All Sizes) — $2.95

PINK or BLUE SENT PREPAID, NO C.O.D.'s

Sleepytown 26 PATTON TERRACE FALLS CHURCH, VIRGINIA

NOW..Enjoy THE GAME!



THE NEW Comfo-BAK
The "Go Everywhere" Spectator Seat

You'll be fresh as a daisy every minute of the game with your "Comfo-BAK" spectator seat. Lean back in comfort while others tire and fidget. Soft, rich looking plastic cushion doubles as carry-all, weatherproof case for sturdy steel attachments. Contour fitting backrest slips into place in jiffy-quick time. Easy to carry. Weighs only 57 oz. Wonderful gift. Only $6.95 prepaid. A. B. Lake, Marion, Ia.



Table Service Aids *in* **WOOD**

For graceful table or buffet service beautiful grained, polished birchwood 7 piece SALAD BOWL and SERVER SET. BOWL 11" diam. 4 SERVERS diam. $5.95 POSTPAID

GIVE US THIS DAY etc.—wood burn inscription on 10½" lacquered laminat wood BREAD PLATE or WALL PLAQU (complete with tab for hanging) to mind us "from whence cometh the fr of the earth." $1.25 POSTPAI

Madison Gifts

Dept. HB, 100-48 Stratford St., Forest Hills, N.

FROM THE *Lenox* COLLECTION



"COMMAND PERFORMANCE" IN FINE CHINA FOR PRESIDENT FRANKLIN D. ROOSEVELT

A magnificent china pattern created for use in the White House. Because of its rare translucent beauty and superior durability, Lenox has been the official White House china since 1917.

CREATED OF THE SAME FINE CHINA, BY THE SAME FAMOUS CRAFTSMEN FOR YOU . . .

Rhodora

BY LENOX

The renowned hand-craftsmen of Lenox make only one quality of china . . . the finest. The same exquisite, translucent, yet amazingly durable china seen in the White House service is yours in every Lenox pattern. Too, the glowing color and precious 24-k. gold design that make Rhodora so superb will be as lovely a generation from today. For there is no more beautiful, no more durable fine china than world-famous Lenox.

Rhodora, 5-piece place setting (dinner, salad, and butter plates, teacup and saucer) . . . $22.25







MING-TEMPLE
5-piece place setting, $18.25



IMPERIAL
5-piece place setting, $19.25

LENOX CHINA

AMERICA'S WORLD-FAMOUS FINE CHINA

For the name of your nearest authorized Lenox Dealer, write Lenox, Inc., Dept. C3, Trenton, N. J. Enclose 25¢ if you wish "The Reference Book of Fine China" with full-color pattern and price leaflets.

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MELROSE

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MELROSE GIN
A distinguished gin of rare quality.

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Rare quality . . . rare flavor . . . rare enjoyment . . . a truly rare blended whiskey

RARE BLENDED WHISKEY. 90 PROOF. 60% GRAIN NEUTRAL SPIRITS. LONDON DRY GIN. DISTILLED FROM GRAIN. 90 PROOF. MELROSE DISTILLERS, INC., NEW YORK, N. Y.



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the Final Touch...

NEW CHATHAM BLANKET COLORS

Make the most of Chatham's glorious new blanket colors! For high style décor, match your Chatham blanket to the predominant color of the bedroom... or lend striking contrast with a harmonious shade. (In the modern room above, just picture the effectiveness of a Chatham hunter green or chartreuse blanket when the bedspread is turned down.) Your favorite department store has all-wool Chatham blankets and Chatham electric blankets in smart decorator colors and pretty pastels—to be chosen with daring, to be cherished for years.

CHATHAM MAKES GOOD BLANKETS FOR ALL THE FAMILY

CHATHAM *Blankets*

CHATHAM MANUFACTURING COMPANY, ELKIN, NORTH CAROLINA

Window Shopping

CONTINUED FROM PAGE 80

LITTLE GRINDERS. Because of their size, just 2½" high, they're particularly appealing. But when it comes to grinding fresh pepper right at the table, they do a man-sized job. Made of hand-turned and hand-polished English walnut, the Sheffield steel grinding mechanism is the best in the world, and fully guaranteed. 7.95 the pair; $3.95 each, ppd. Ford & Taylor, New York 18, N.Y.



COLONIAL DAMSEL and her waistcoated beau make a pretty pair for your dressing table. And their price is pretty, too—just $5 the pair. We think that's remarkable for hand-colored china figurines, mounted on filigree solid brass bases. They come with 7" acetate shades in pink, blue, or green with satin bow trim. 15" tall. Ppd. Kathy Arthur Gifts, 143 E. Highland Ave., Chestnut Hill 18, Pa.



LAUNDRY CAGE. We bet every college dorm in the country will be blooming with these pretty bags. White collar girls will hang them on closet doors. Globe-trotters will slip them in with rationed packables and they'll take up less room than a scarf. Made of rayon taffeta in Kelly green, navy blue, or fire-chief red, it's $1.95 ppd. Elizabeth McCaffrey, 200 West 16th St., New York 11, N. Y.



THE IDEAL GIFT FOR THE PERFECT HOST!

NEW BEVERAGE MIXER AND SERVER

A beautiful adaptation of an old English Tankard. It's a combination mixer and quart pitcher with stirring mechanism operated by knob on cover. Just the thing for cocktails, iced tea, toddies etc. Triple plated with silver, a method of plating, known for its deep rich tone and long service. Ideal for Christmas, wedding or hostess gifts.

MAINE'S LEADING GIFT SHOP FOR 29 YEARS

THE BLUE WAVE
KENNEBUNK, MAINE

$10.95 PPD. TAX INCL.
Check or M.O. —NO C.O.D.'s Please.



enormous
coffee cups!



Really charming old-fashioned sets, and they hold a full pint. "My Old Man" and "My Best Gal" . . . Christmas surprises for the heads of the house, and all your coffee-fiend friends! Gleaming white, colorfully hand-painted. each $3.95

Postage free. Send for free gift catalog.

the krebs
Dept. B Westerly R. I.



DOUBLE BRUSH BOOTSCRAPER

THE ORIGINAL WELDED LUCKY HORSESHOE BOOTSCRAPER Real horseshoes, welded to sturdy cross-irons. Stout stable brushes, screwed to each horseshoe, clean sides of boots while soles are scraped on cross-irons. Practical and decorative, a tactful reminder at entrances and porch that snow, mud, slush and dirt belong outside. About 9½" x 5½". Weather-resistant black iron finish. Complete with screws for attaching to porch or steel pins to hold in ground. Specify screws or pins. **ONLY $4.95 Ppd.**

Shipped day order received. No COD's.

Send for folder showing other original horseshoe gifts produced at . . .

Horseshoe Forge
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A "LIVING" CHRISTMAS CARD!

Candle Greetings

HAND PAINTED IN RICH YULETIDE COLORS

Here's your chance to be different in good taste! The most talked-of greeting "Card" in a generation. Pure candle wax with TWO wicks . . . acclaimed by editors everywhere. Individually packaged: just address, stamp and mail. Your friends will adore them. 6 for $2; 12 for $3.85, postpaid. No C.O.D.'s. Send check or M. O.

Inquiries from Business Executives Invited

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Miniature SPINNING WHEEL



An authentic reproduction of colonial styling, hand-crafted of native hardwoods. Faithfully detailed even to treadle and bobbin action. Prized collectors' item, charming decorative piece. $6.95 ppd., check or money order. No C.O.D.'s please.

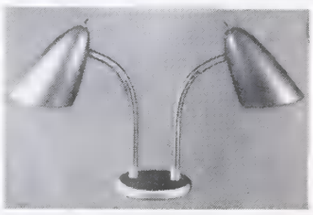
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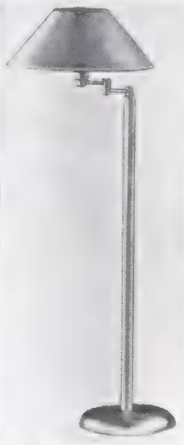


Duo-Flex. The double duty table lamp with two flexible arms. Ideal for night table between two beds or any corner that can use the light of two lamps. Weighted base, heavy metal reflector. (single flexible arm only $5.95). **$9.95**



Pivot Pin-Up, functional wall fixture for direct or indirect light. Pivot the heavy metal reflector up, down or sideways. These are swell in pairs. **$4.95**





Flor-Flex with 18" flexible arm for versatile lighting. Shift your light where needed, fine for TV too! 9" heavy metal reflector. Switch mounted on 48" column. Weighted base (with two flexible arms—$21.50 or three arms—$26.95). **$15.95**

Swing-Arm floor model with 21" adjustable arm. 3-way socket for indirect lighting. Weighted base. Stands 54" high. Choice of 18" durable pebble cloth shade. (Table Model now $10.95). **$16.50**

Lamps in baked enamel finish: chartreuse, brass, chinese red, metallic gray, green, bronze. Swing-Arm not available in bronze. Shades in natural, gray, green, chinese red, chartreuse.

Floor lamps shipped express collect—others parcel post paid. Please send Check or M.O. Sorry No C.O.D.'s.

THE SATISFACTION GUARANTEED
Lighting MART

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Dept. 503, Westwood, New Jersey

Jolly Old SANTA

FOR YOUR LAWN



The welcome addition to your Christmas decorating. Smiling Santa, beautifully hand painted in weather-proof wood in oil colors with red garments, tan gloves and blue pack. Makes an unusual gift. Four feet high, with supporting stake. Will last for years. Price $15.00. Floodlight $3.95 extra. We pay shipping charges.

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. . New! Personalized!

Beautiful, hand painted plaque with full color Santa on tan scroll. Complete with greeting message and your name or names hand lettered as desired. Size 18x48 inches. Fits over your door. Price $10.50. We pay postage.



Print name plainly as you wish to have it appear on plaque.

Send check or money order direct to

Leonard Brynolf Johnson Dept. C10, Smethport, Pa.



PROTECTS YOUR "SPECS"

Eyeglass Case and Sight Saver Case in red, blue or luggage tan leather, plus 3 handy packs of Sight Savers . . . both cases with first name or initials in 23 k. gold . . . $4.00 postpaid

Monogrammed glasses case $2.50 ppd.
Sight saver case with 3 packages of Sight Savers $1.75 ppd.

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The Shop in the Garden
West Hartford 7, Conn.

Hagerstrom ORIGINAL

A sign of distinction for your own premises or as a gift for a friend. Made of aluminum finished in rich black.

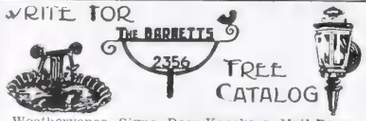
Name up to 12 letters on both sides in aluminum. 16" wide. 18" high. $19.50



COPPER LANTERN. Black finish to match sign, 19" high, $28.50, with 4" x 4" post cap. 22" high lantern $38.50.

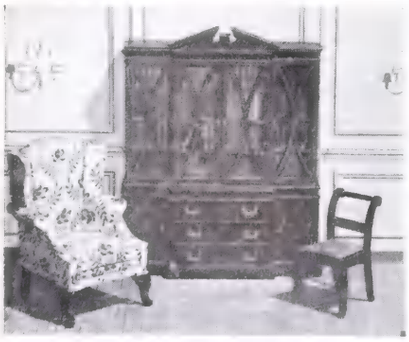
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Direct from our Workshop to you since 1922
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Genuine Honduras Mahogany
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Hepplewhite Breakfront with Books . . . $9.50
(6 doors—3 drawers open—6¾" high)
Queen Anne Wing Chair $3.50
(Chintz Upholstery—3⅞" high)
Empire Side Chair $1.35
(Upholstered seat—2⅝" high)

Seated 1 inch to the foot

Postpaid—No C.O.D.'s please

Send for list of miniatures and silver

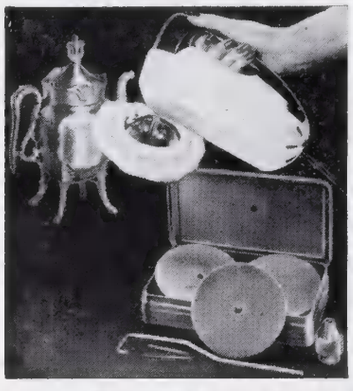
CHESTNUT HILL STUDIO
Box 156 Mamaroneck, N. Y.



Window



A LITTLE PARTY GIRL will "wow" the knee-pants stag line when she makes her entrance in this darling white organdy pinafore. No need to worry about her in the peanut hunt! She'll have plenty of help. Trimmed with sweet lace and hand-painted with young designs and her name, it's washable, comes in sizes 1-5. $3.95 postpaid. Merrill-Ann Creations, 228 Varick Street, New York 14, N. Y.



MIXER ATTACHMENT KIT. Give this to your tool-ish husband, and he'll be your Jack of all trades. It snaps on your faithful kitchen mixer and, using the attachments, you have an electric buffer for silver, furniture, autos. It also converts to an electric sander, electric drill, electric paint mixer. In a metal tool chest, just $5.95 ppd. Market Combers, Box 3282, Station F, Atlanta, Georgia.

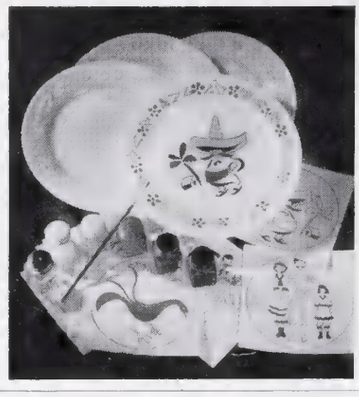


PLATE PAINTING KIT. If you get going on this pretty soon, you'll have the fun of wrapping up Christmas presents that you've made yourself. Everything you need for decorating four plates is in one compact package: stencils, paints, brush, and four 9" salad or dessert plates. $3 ppd. Homecrafts, 799 Broadway, New York 3, N. Y.



COCKTAIL APRON

Hand-embroidered initial on sapphire blue or rose pink satin; for the smart hostess.

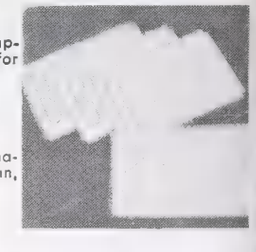
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RAFFIA TABLE MATS

Hand-embroidered initial on natural wheat color; wipe clean, no laundering. 12" x 18".

Set of 4, $3.60 ppd.

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Reliners expertly fitted to your broken vacuum ware. Thermos, Manning-Bowman or any make Ice Tubs relined $7.50; Thermos Ice Pails $12; Thermos Carafes $5.50; Universal Carafes $4.50 pts., $5 qts.; Decanters $8.50. Mail us your vacuum ware for relining. We'll reline it and return it with repair charges C.O.D.

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Shopping



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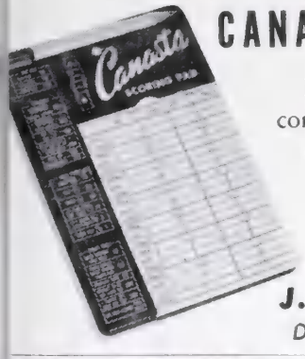


HANG A SCOOP on your guest-room wall, and, gay with geraniums, it will encore your warm hospitality. Or hang it in your hall where it will hold the family mail. Like its companion piece, the corner shelf, it's reproduced from colonial New England originals in rock maple. Cigar scoop, 4½" x 12½"; shelf, 7¼" x 11¼" high. $2.35 each, ppd. Inderlied Shop, 22 Hillside Ave., East Williston, N. Y.



TIC-TAC-TOE-STERS that you'll send to the couple you play Canasta with, come with their first names, (Marge & Jack) or surname (The Martins), hand-decorated in permanent baked enamel. And order a set for your husband's bar—the X's and O's will stand for hugs and kisses. Eight 9-ounce frosted highballs are $7.95 ppd. K & M Creations, 6056 West 98th Street, Inglewood 45, California.

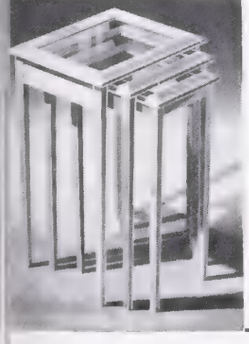




CANASTA SCORING SET

Everything for scoring...compact and convenient. Beautiful wood grain plastic holder with official scores, pencil and 50 sheet score pad...plus 4 extra pad refills all for only **$1** ppd. Excellent for gifts. *Sorry no C. O. D.s*

J. R. KRAMER MFG. CO.
Dept. HB, Culver City, California



Space-Saving NEST OF TABLES

Designed for modern living. Compact nest of tables gives you three handy hostesses for serving when company calls. Sturdily built, each handsome, glass-top table is made from choice, New York State solid cherry. Hand-rubbed to smooth, alcohol-resistant, satin finish in rich mahogany or natural light cherry. Largest table 12" x 15" x 22" high. $23.95 (add 50¢ west of Mississippi) Money-back guarantee. Sorry, no C.O.D.'s.

Send check or money order now to

JOHN HAND—THE RUG MAN
458 S. Salina St. Syracuse, N. Y.



Little things to give your home expression

New! SCULPTURED GLASS and STERLING
COASTER...ASH TRAY

The graceful mallard or gazelle bears the signature of a master glass craftsman on the hand cut glass base. Sterling silver rim.
Priced at **$6.00** each

Measures 4⅜ inches *Federal Tax Included*
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Mermod-JACCARD-King since 1829

Ninth and Locust Streets
SAINT LOUIS (1) MISSOURI

ROBERTS ROYAL WINDSOR SOAP

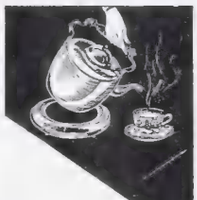
By appointment, Toilet Soap Manufacturers to His Majesty King George VI. Previous appointments to Their Late Majesties King George V, King Edward VII and Queen Victoria.



. . . now available in America!

This superb triple-milled soap has been supplied to twenty-three Royal personages or households throughout the world. Delicately scented, it now comes to you in three wrappers and packed 3 to the gift box . . . in English Lavender, Lilac and (for men) the famous Old Brown. Order by mail. Box of any three . . . $2.00 postpaid

THE CROSSE & BLACKWELL CO.
Import Div., 6809-L Eastern Ave., Balto. 24, Md.



imported from Finland
solid Copper teakettle

Finlandia House imports for you these charming Finnish teakettles at such a low price. Truly examples of Finland's master craftsmen. Made of solid gleaming copper, tin-lined for practical use. With shiny black wooden handles for heat protection. Holds two qts. $15.00 ppd.



FINLANDIA HOUSE
1027 N.E. Alberta St. Portland 11, Oregon



This amazingly faithful electrical reproduction of burning oak logs will charm your family and intrigue your friends. Touch a switch and at once your hearth is alive with good cheer — without fuss or ashes.
Here is the heartwarming atmosphere of the traditional log fire, captured by craftsmen and presented with pride as a contribution towards gracious living.

Price $25.00 (Logs only) delivered to your home. Duty payable on receipt approx. $3.50. Size 22 in. x 12 in. x 9½ in. high. 120 watts. Checks (crossed "Barclays Bank Ltd.") direct to:—

BELLING & CO. LIMITED
BRIDGE WORKS, ENFIELD, MIDDLESEX, ENGLAND

Belling
Manufacturers of Electrical Appliances of Distinction since 1912

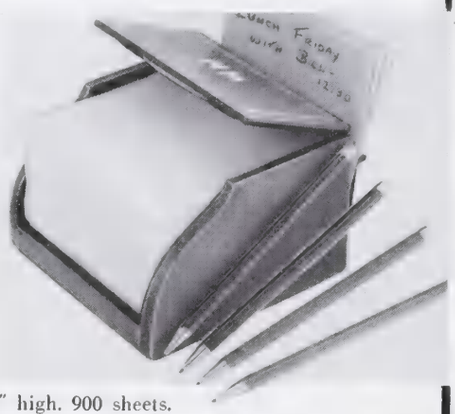
MARK CROSS CROSS TRADE MARK *Fifth Avenue at 55th N.Y.22*

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CALENDAR-TOP MAGNET MEMO

4.95

including stamped initials



It's that Houdini memo box, the right side is magnetized to hold the pencil tight. Calendar under the flip-up top, memo rack in back. Gold-tooled Florentine leather, matching metal pencil. 4½ x 4½ x 3" high. 900 sheets. Red, green, brown, blue, maroon, beige, ivory.

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TELEVISION LAMP

Low indirect light for television 3-way for reading

Green or cloud-white semi-translucent porcelain, washable white silk shade, green Calla Leaf design. Lamp 26"—oblong shade 18"

Order choice. Postpaid Immediate delivery **$65**

HELEN WOODS

lamp studios—northampton, mass.

YOUR HOME NEEDS OUTSIDE BEAUTY ALSO



Richly polished brass mail box, not only extremely good-looking but eminently practical as well. Has generous capacity, lid fits snug, magazine and newspapers are saved from mutilation by lower holders. Tarnish proof, weather resistant. 11" wide, 5" high. **7.95**



What could be more appropriate than a key as a door knocker? Truly handsome, this massive key, its holder and sounding plate are of gleaming solid brass. Tarnish proof, weather resistant. The key is 8½" long, ready to install. **4.95**

Both Prepaid *Sorry no C.O.D.'s*

ELLISON'S Box 284 Orange, N.J.



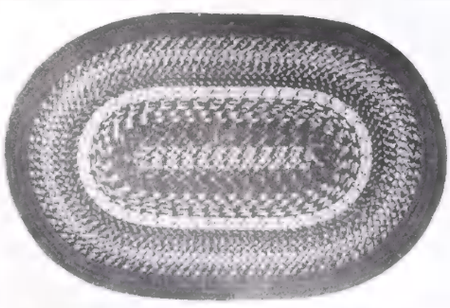
It's the Berries!

You'll love this charming 5-piece Strawberry Breakfast Set—it's a wonderful way to start the day! Expertly fashioned in highly glazed china, each piece is shaped and colored like a full-blown berry. . . so realistically crafted it looks good enough to eat! Complete set consists of 6" jam jar, sugar and creamer, salt and pepper shakers. A delightful addition to your breakfast nook—makes a darling gift!

Complete set just **$6.95** postpaid

No C.O.D.'s please

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Reversible, durable, heavy weight. Authentic reproductions. Can be dry-cleaned, vacuumed or swept. No rug pad needed. None finer made. Satisfaction guaranteed.

OLD COLONY All Wool		BAR HARBOR Cotton-wool filled	
24"x36"	$ 6.95	24"x36"	$ 3.65
27"x54"	10.95	27"x54"	7.95
4'x6'	29.95	4'x6'	14.95
6'x9'	69.85	6'x9'	38.50
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9'x12'	128.50	9'x12'	79.50

Burgundy, blue, red, green or brown or multicolor backgrounds. Postpaid. Orders promptly filled.

THE DERMAN RUG CO.

95 Main St., Watertown, Mass.

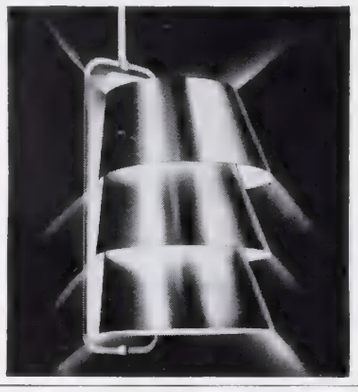
Window



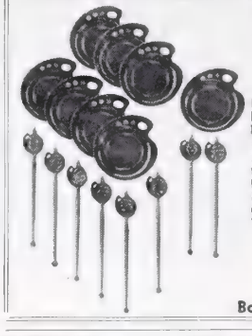
HUMMEL COLLECTORS will be delighted with this original figure, recently imported from Germany. It is a signed piece made by the late Sister Berta Hummel, and is called "Good Friends." Like all authentic Hummels, the sweet enchantment of childhood touches it with a memory-stirring gladness. 4" high, the price is $9.50 postpaid. Order it from The Island Shop, Middle Haddam, Connecticut.



HANDSOME SILVER CHEST has such proud touches as antique brass handles and lifts, and Pacific Silver Cloth tarnish-resistant lining. The Wellington, 17" x 12" x 6½", shown, holds 254 pieces. In mahogany finish, $19.95; solid mahogany, $24.95. The Chatterly, 17" x 12" x 4", holds 134 pieces. Mahogany finish, $9.95; solid mahogany, $12.95. Exp. coll. Heirloom Chest Co., 210 South St., Boston, Mass.



TULIP PIN-UP. A modern tulip motif brings dramatic lighting to your wall. The enameled metal bands, between which the light radiates, come in ivory, light green, peach, dark blue, gray, dark green, light blue, Chinese red, dubonnet, yellow, or chartreuse. $2.95. In brass or copper, lamp is $3.95 ppd. M. L. Dunn Co., 134 E. 3rd St., Dayton, Ohio.



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PAL-ETTES. Distinctively different . . . in lustrous black finish with artistic touches of color . . . AND . . . most dramatic Cocktail Mixers PALETTE & BRUSH—*Beautifully gift boxed* in set of 8 each. **$2.50** plus 25¢ postage

Lucky STAR-L-ETTES. Horseshoe & Riding Crop Cocktail Mixers. 22 Karat Gold Plated . . . Studded with sparkling imported French cut jewels . . . *Beautifully gift boxed* . . . set of 8, postpaid. incl. Fed. Tax. . **$3.00**



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Wild Strain—Quick Frozen—Mallard Ducks



You can have on your own table the same plump Mallard Ducks that sportsmen sit in cold rainy weather for days on end to kill. Our ducks come to you without buckshot in them. They are killed when they are 16 weeks old. And you get them oven-dressed, quick-frozen in Cry-O-Vac jackets. Packed in double insulated corrugated boxes. Express Prepaid. No C.O.D.'s please.

Four ducks in each package $12.00
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Here is your opportunity to tame your own wild duck for your own dinner table.

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Cason J. Callaway, Owner
HAMILTON, GEORGIA

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take the patron saint of
everywhere with your
if he has one sewn into
and, attached to the car
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guardian of children,
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atterbrain's jacket. Blue
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with the game of
The more you shake with
he louder his laughter.
of the time he'll have
you with *this* toy. With
down, it's an innocent
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Jack! Fun for both of
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l tweed suit, a creamy
air greatcoat, is this
e cowhide bag. It has an
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s clasp and buckles, and
to a handbag with the
of one handle strap.
amboo. brown, suntan,
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7.95 ppd., plus 20% Fed.
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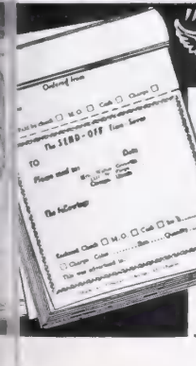


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Satisfaction guaranteed on every purchase from Walter Drake

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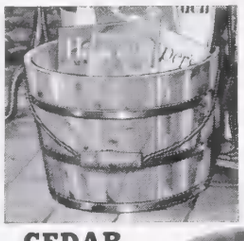
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Three brass hoops and heavy copper handle.

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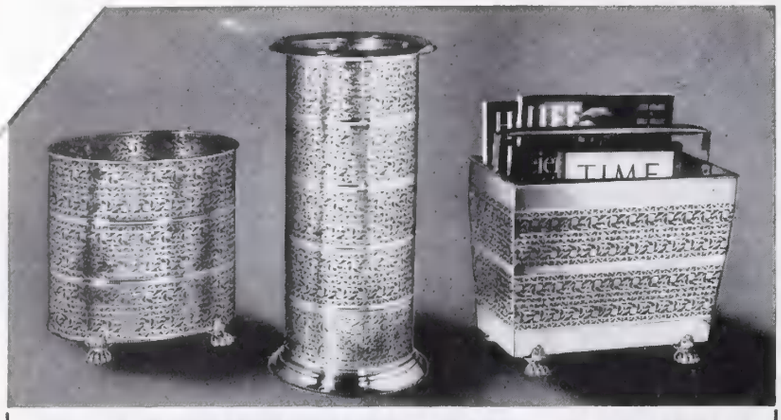
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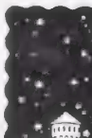
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THE WEDDING SURI will pull up to your door, there it will stay—the most nating door stop that ever b a breeze. Made of cast iron hand-painted, it's modeled the surrey that Grandpa drove after his church wed Mounted on a heavy maple b 13½" x 5½", it can be unscr if the children insist. $4.10 Carl Forslund, 122 Fulton, Rapids, Mich.



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Send us the next invitation you We'll encase it in this handsom plated tray; to make a permar minder of the bride's most im day. Has padded velvet base, sc handles. Complete, gift-boxed, fo Deluxe 24 kt. gold plated tr hand-painted forget-me-nots, $

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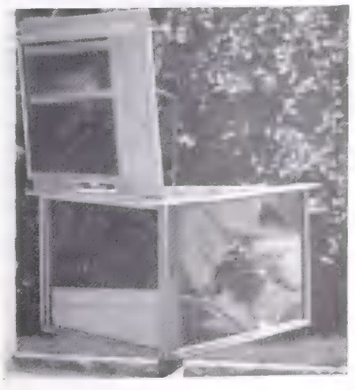
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TRAY TABLE. modern coffee table legged base that folds ur hall closet. You'll tasse on its 28" Chi- o-and-rush-weave top. mfortably before the ry hanging the tray ver wall as a novel Red, black, brown, or legs. $12.95 ppd. Co., 1109 Vine St., 0, Ohio.



ELPHIA BUSY- three-way seeing eye who likes to know on. It attaches out- window on the sill. iple mirrors reflect door below and give view of the street in ns. A thoughtful gift d or an elderly per- xpress collect. Wil- 710 Chestnut Street, Pa.



Balloon Blowin' Bear!

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RELEASE!...

AND BLOONEY SOUNDS HIS HORN

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$5.50 postpaid

12 in. regular model . . . .

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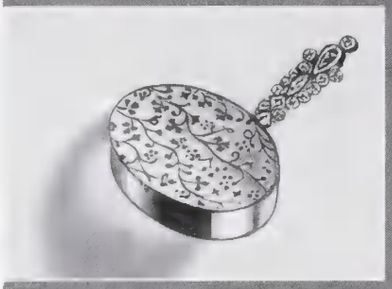


A twist for your wrist which features your own picture gallery! Each of the frames on the gold-plated bracelet has a removable magnifying lense. Slip favorite snaps beneath. A natural for the lass of a stocking. . . . Postpaid . . $1.95

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A golf ball sits on a gold-plated tee and base. . . IT OPENS. . . to reveal an aspirin! Those words are under the base: "Award — for special efforts — in the rough." 1½" tall. . . Postpaid. . . $1.00





Precious Purse Butler . . . .

A miniature for parking the cigarette and ashes on the train, at the theatre, etc. Rhinestone jewelled handle. Intricately scrolled lid covers gold-plated oval case. 3" long . . . Postpaid $1.95



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Turn the gold-plated sundial — and the sands run to the other side. The word "KISS-TIMER" is inscribed on the bottom to check over-zealous boy friends. It may be worn as a bracelet or belt fob!

$1.50 postpaid

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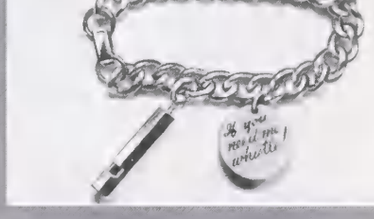
One side inscribed "SHOOT the WORKS" the other "NO DICE." The interlocked dice release with slight pressure. Gamble for a kiss or extra allowance from Dad. Regular sized dice. Gold-plated. Postpaid.

$1.25



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Inscribed "If You Need Me—Whistle" A sentimental thought and a whistle that has a very lady-like tweet. Gold-plated. Postpaid . . . $1.25





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SNACK-MAKING





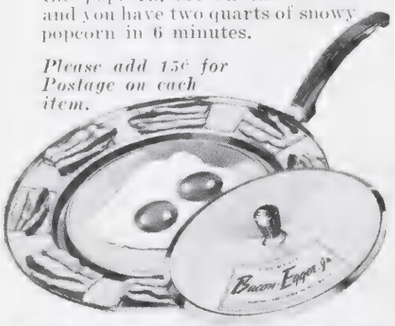
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Costs so little, means so much for parties, picnics, TV guests. So simple to do, fun to watch through the glass lid. No shaking, no burning. Simply put in the cooking oil and the popcorn, set on the burner and you have two quarts of snowy popcorn in 6 minutes.

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Please add 15¢ for Postage on each item.



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Prepares bacon and eggs and other food two-somes, at the same time. Ring cover keeps bacon flat and hot while eggs fry . . . keeps grease from splattering. Ring drain catches drippings. 12" Jr. size in mirror polished chrome steel that cleans so easily.

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New, Distinctive Process

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14"	9"	9"	5.50	6.00
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Choice of Red, White, Amber, Green, Chartreuse, Gold with Red, Gold with Green, Black with Silver. Shipped postpaid, no COD's. West of Mississippi, add 50c per order. Satisfaction guaranteed. Allow 2 weeks for delivery. Shades of any size, shape or material made to your specifications. Prices and swatches on request.

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"GIANT SALTS AND PEPPERS," just right for the top of your stove. 6" high, hold almost a pound Pair $6.50

"BACON DRIPPINGS" jar 3½" high with brown wooden cover holds 1½ pints $3.95

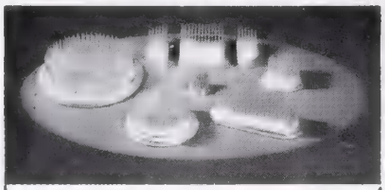
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Shipped postpaid. No C.O.D.'s please

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Non-rustable BRASS PINS closely set in solid lead base

Florists and flower lovers everywhere have given them unqualified approval. A complete assortment for any size flower arrangement, from 3¾" to the charming miniature ⅞".

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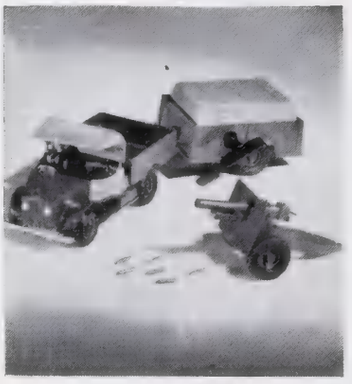
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Books and Clever Accessories for unusual flower arrangements



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ORIENTAL IMPORTERS
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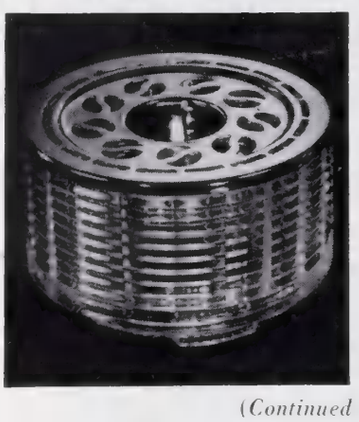
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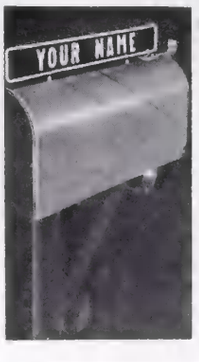


CHICKEN DINNER. Be it or not, that picture you're l ing at is a pair of salt and pe shakers, so the next time yo down to a chicken dinner, be you do the right thing with right drumstick! Salt goes ir chicken leg, while pepper p from a mound of mashed pot crowned with green peas. $1 set, ppd. No c.o.d.'s. El Ran Pottery Mfg. Co., P. O. Bo Dana Point, Calif.



COFFEE SHOULD BE H and it *is* if you use the simpl effective Silex Coffee Wa Even more important are second and third cups! All do is remove the chromium and light one of the two burning candles that come the Warmer. Marvelous fo surely Sunday breakfasts! plus 35¢ post. Phyllis Ann Shop, 232 Washington Ave., sea 50, Massachusetts.

(Continued on page 97)



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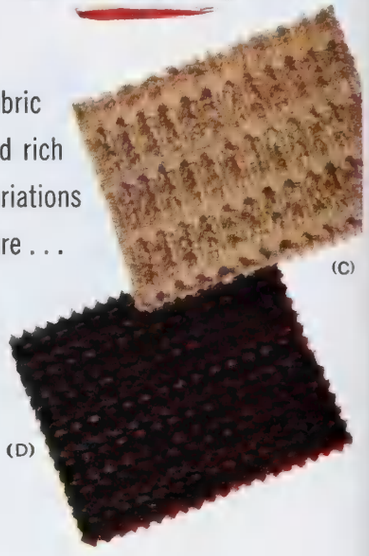
Bright accents with tawny tones from light beiges through bright golds to deep quiet browns . . .



(A)

(B)

Tweedy fabric effects and rich texture variations on furniture . . .



(C)

(D)



Furniture courtesy Dunbar Mfg. Co. On display to decorators at Dunbar's New York City showroom

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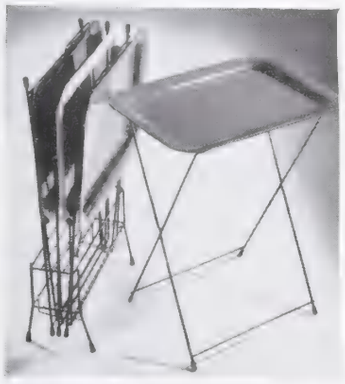
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Window Shopping

CONTINUED FROM PAGE 92

EACH HIS OWN. The ly Table that so captivated last year is now available ts of four, with a compact l to hold them in bright iness. The tray tops are de- able, legs fold to 1½" thick. , each table measures 17½" 3¾" x 21" high. Legs are er-tipped, tops come in solid . red, or green. $9.98 exp. Block Co., 138 W. 54th St., ago 9, Ill.



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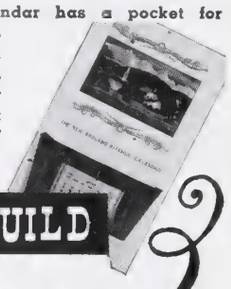
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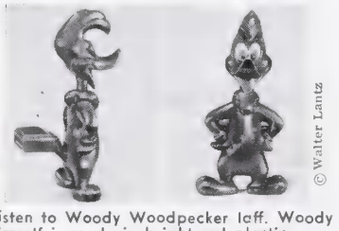
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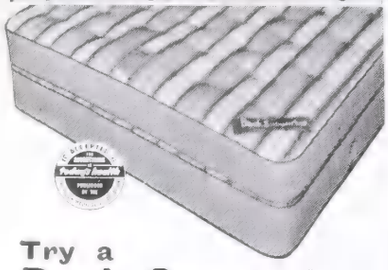


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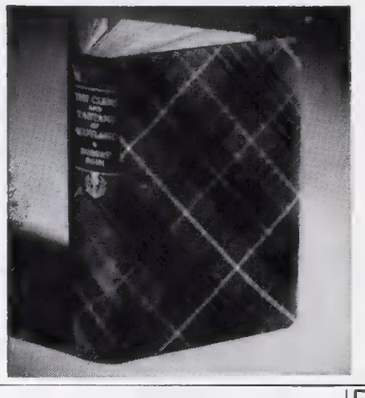
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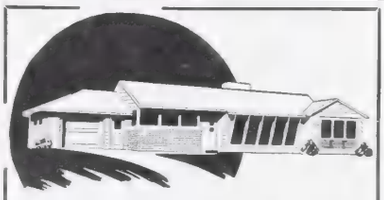
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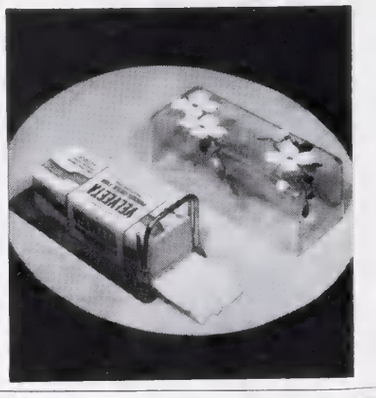
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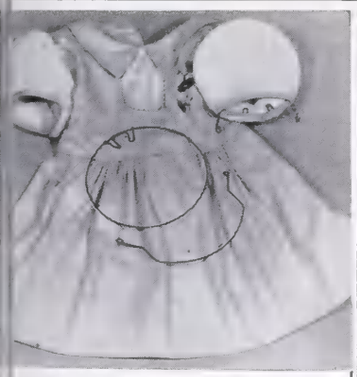


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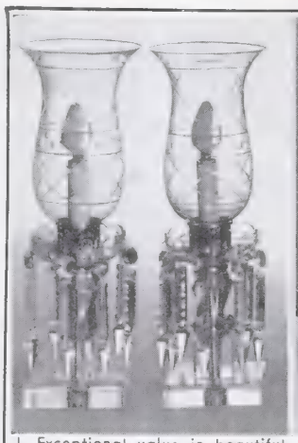
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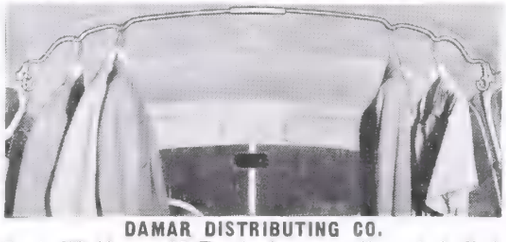
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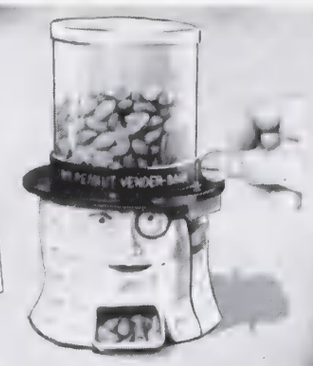
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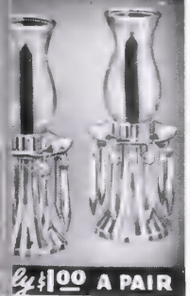


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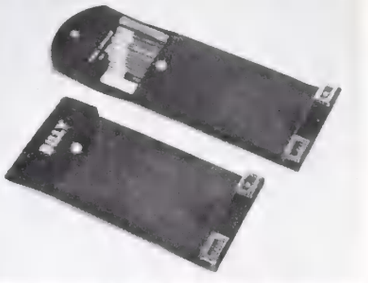
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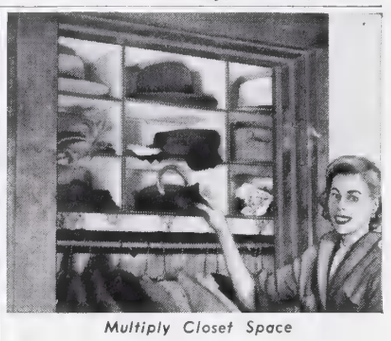
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NEW CLOSET VALET

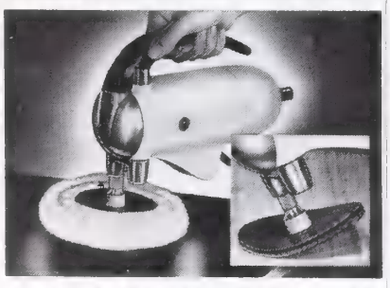
Keep hats, gloves, purses, in perfect shape and easy to find in this wonderful New Closet Valet. Clever pigeon-hole effect is actually series of sturdy boxes, smartly finished in tan linen-weave with edges in contrasting color. Each box 13" x 6" x 10"—average shelf holds three sets. You'll want several sets—for every closet in the house.

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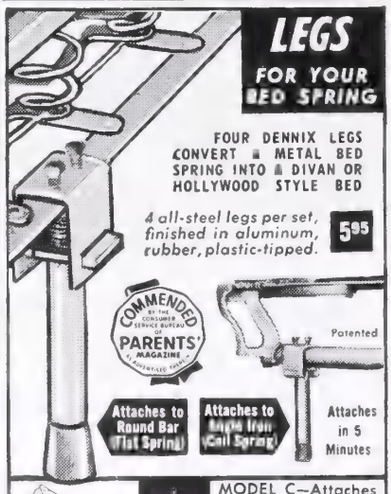
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FOUR DENNIX LEGS CONVERT A METAL BED SPRING INTO A DIVAN OR HOLLYWOOD STYLE BED

4 all-steel legs per set, finished in aluminum, rubber, plastic-tipped. **5.95**

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Shopping



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RIBBLE BIB is a foxy match r a young spinach pitcher. ade of easy-to-clean plastic, one le has a crumb-catcher pocket d a picture of a Funny Bunny. e other side has 4 pockets uipped with miniature wash th, funny bunny spoon and k, and a 12" x 15" lap or le cloth. Pink or blue in a stic case. $1.25 ppd. Joe Smith les Co., Joplin, Mo.





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"FLIRTY GERTY"

Sensational New Hand-Puppet Witch

Here she is, in all her gruesome glory—a 2" hag, all her features of life-like, quiver- ng Plasti-Flex. Garbed in a flowing black obe. She's amazingly real-looking, with iercing green eyes, a wart on her chin, craggly grey hair—and her right hand flutches the customary broom-stick! Fun or everyone—especially for Hallowe'en!

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Protects chairs, sofas, rugs, anything you don't want your dog to use. Just shake on some Powder Chaperone. You can't smell it; dogs avoid it! Safe and easy way to train—prevent nasty damage. Pow- der Chaperone. Shaker 1½ oz. $1.

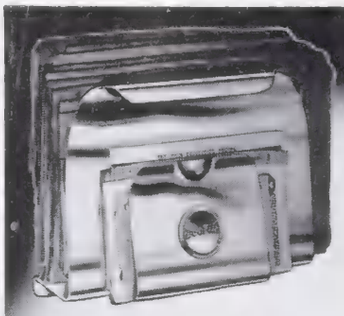
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Liquid Chaperone keeps dogs, cats, other animals away from gar- bage pails, shrubs, evergreens, gardens. Just spray on—does not wash off. Harmless. 8 oz. $1.



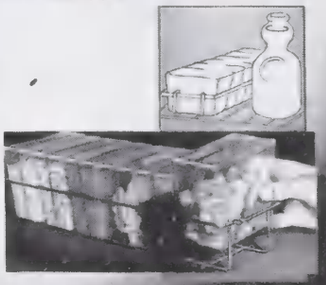
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Ends paper bag clutter in your kitchen drawer. Expands to hold dozens of paper bags. Sack Trap, of spring aluminum with satin finish, attaches to wall or inside cupboard door. Small holder in front takes recipe clippings, coupons, milk card, etc. Order No. HK4066. **98¢** ppd.

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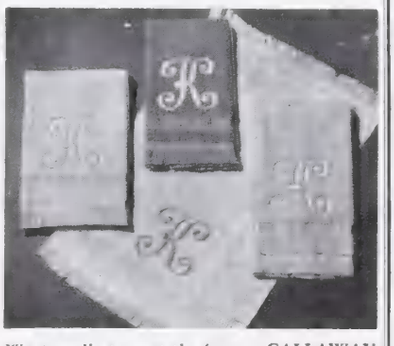


Store left-overs compactly in just 4" of refrigerator space! Six clear-plastic containers. Each holds 1½-cupsful. Held neatly together in 15", non-tarn- ish steel rod rack. Keeps food odor- free, contamination-free. Take one without disturbing the rest. Order No. HK4277. **$1.98** Postpaid.

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finest quality—moderate price



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Choose from yellow, green, peach, chartreuse, gray, wine or flame. You may mix your choice of colors. Print initial clearly . . . a Gift of Delicate Distinction for Any Occasion.

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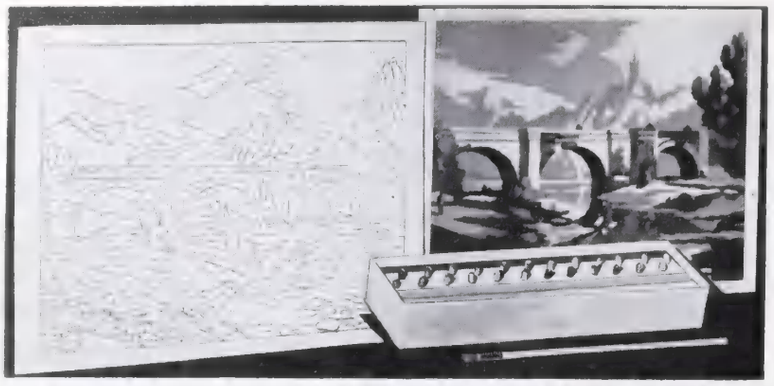
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"Cover art" goes on the wall. This large, handsome wall rack holds about 30 magazines in upright position where each is visible for convenient selection. For the living room, study or playroom—ideal for the office and reception room. Finely hand crafted in satin smooth honey tone knotty pine or lovely ma- hogany finish.

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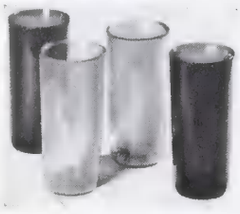
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Exciting new Thermo Tumblers keep ice cubes four hours without melting. (Prove it to yourself!) Two layers of Lucite with a vacuum between is what turns the trick. Won't sweat, need no coasters, won't moisten hands. 10-oz. size in festive colors of Cobalt Blue, Red, Green, and Amber. Set of 4 (one each shade), postpaid . . . **$5.00.** Each, postpaid . . . **$1.25**

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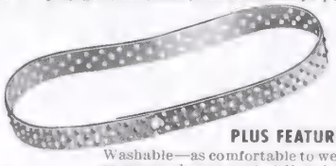


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ON THE HOOK you will har pictures and mirrors—even coa and neckties—and the handson brass eagle will do your decor tion proud. Made of cast bras from the original 19th-centu molds, they come in 4 sizes: 1½ high. 50¢; 2¼". 75¢; 2⅞". 85 4". $1.35. Complete with bra nails, and postpaid from O Guilford Forge. Guilford, Con



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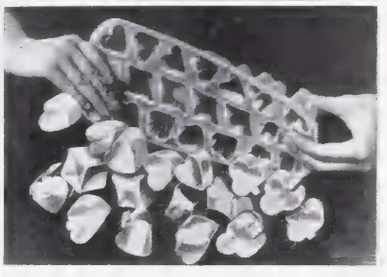


The FIRST Weighted-Base HEADBOARD LAMP Ever Offered... $7.95
In Copper or Brass, $9.95 — in spun aluminum — POSTPAID

A versatile lamp . . . but designed especially to sit on a headboard shelf, with a weighted base and a ball-and-socket joint for easy adjusting to any desired position. No more fidgeting and shifting to get a good reading light. Size 7" x 4½".

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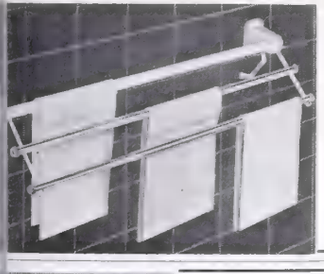
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JEST E-X-T-E-N-S-I-O-N TOWEL RACK

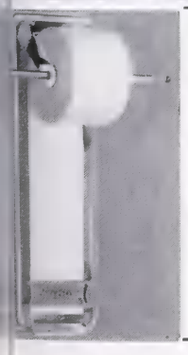
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You can take it with you (10-50)

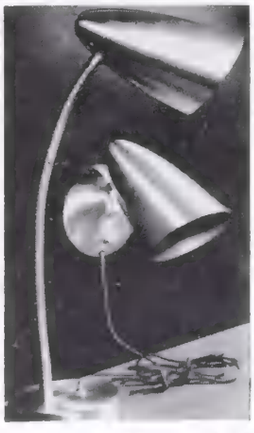


Just the thing for the modern housewife!

JOT 'EM DOWN

The new, attractively polished solid aluminum memo pad is ready to serve you. Only 4" x 12" it can be hung anywhere in the kitchen. Its neutral finish blends well with any color combinations, and the unique, built-in holder does away with lost pencils. JOT 'EM DOWN comes equipped with six hundred feet of ordinary adding machine paper roll tape, enough to last the average housewife a full year. (Adding machine paper roll tape refills available at your local stationers.) The price just **$1.98, postage prepaid. No C.O.D.'s please.**

FOWLER & GRAHAM
THE HOUSEWARES STORE
120 East Putnam Avenue, Greenwich, Connecticut



2

Wonderfully Handy LAMPS

Choose the Portable Pin Up at $3.95 p.p. or the Flexible Arm Table Model at $6.95 p.p. in brass or aluminum satin finish. Concentrated light, excellent for television, smart, an ideal gift. Send check or money order to

"FROM CALIFORNIA" ltd.
2740 No. Beachwood Drive
Los Angeles 28, California

YOUR BED CAN'T COLLAPSE WITH THESE NEW

BEDSPRING SUPPORTS



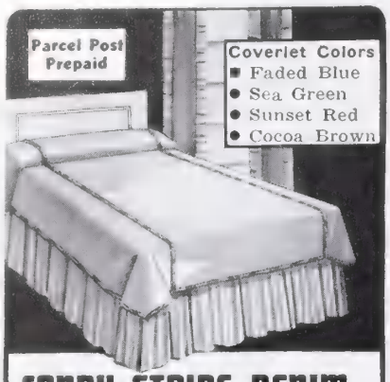


NO. 4 FOR WOOD RAILS

NO. 3 FOR IRON RAILS

Banish forever those unsafe, dust-collecting bed slats. These patented Bedspring Supports will never let your bed collapse; won't collect dust. They lock springs securely, prevent spreading of rails. No. 4 fits any standard wood bed rail up to 1" thick. No. 3 fits iron rails. Made of heavy steel; felt lined to protect rail. Fully guaranteed. No COD's. State finish of bed and whether coil or box springs used.

BROCK & CO. Box 96-A, Station E Atlanta, Georgia



CANDY-STRIPE DENIM

Solid color denim coverlet with candy-stripe trim to match the striped denim dust ruffle! It's sanforized, washable, perfect for any room.

Coverlets	Twin 10.95	Full	12.95
Dust Ruffles	Twin 8.95	Full	9.95
Drapes with striped edges			8.95
Pillow Shams			5.95
Vanity Skirts with striped cuff			9.95

COLTEN'S

1351 Beacon St. Brookline 46, Mass.

Est. 1921



Organdy

Picture Frame Curtains

Perky, billowy and snow-white . . . these picture frame curtains will dress up your windows at budget-wise prices. Sheer permanent finish organdy with 2" picot ruffles on all 4 sides

54" long, 72" wide the pair!	3.50
63" long, 72" wide	3.75
72" long, 72" wide	3.95
81" long, 72" wide	4.25

COLTEN'S

1351 Beacon St. Brookline 46, Mass.

Est. 1921



Chippendale 5 PIECE STERLING

SERVING SET

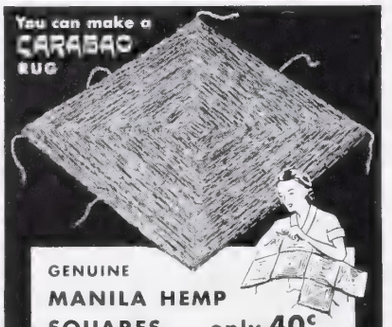
only $12.50 TAX INC.

Guests will admire this charming hostess set designed with graceful lines by master-craftsmen . . . Set contains Bon Bon Spoon — Lemon Fork — Sugar Tongs — Cream Ladle — Jelly Server. *Sent postpaid, no C.O.D.*

LEO J. *Simard*

Registered Jeweler, American Gem Society

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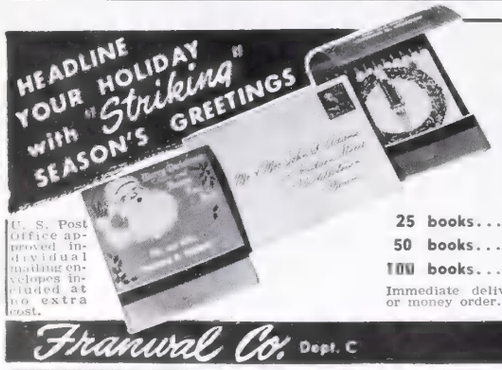
GENUINE

MANILA HEMP SQUARES . . . . only 40¢ each

Full 12" genuine Manila hemp squares tightly hand woven by Philippine natives. Attached hemp ties . . . tie together for any size rug. Add squares to increase size as you wish. (36 make a 6' x 6' rug.) Smart for den, play room, patio. Use also as place mats. Wear for years. Vacuums easily, washable. Natural color. Money back guarantee. You'd pay 75¢ a square in stores. Send check or money order . . . only 40¢ per square.

SPECIAL PRODUCTS COMPANY

Import Dept. N, 406 Sutter, San Francisco, California



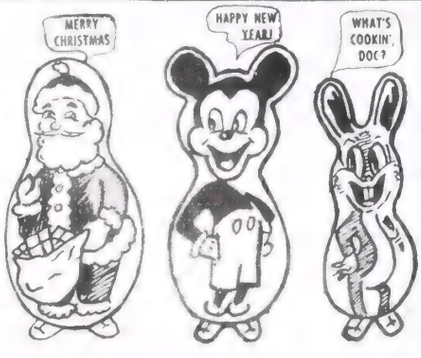
Jolly, giant Christmas match books —a wonderfully different way to send your Holiday wishes! Each book is stamped with full name in gold or silver against green background, each measures 3¼" x 4¼"—over 4 times as large as regular match books. Charming as personalized Christmas cards—perfect as a gift or for sparking your own holiday parties!

U. S. Post Office approved individual mailing envelopes included at no extra cost.

25	books	$ 3.00
50	books	5.50
100	books	10.00

Immediate delivery, postage prepaid. Send check or money order. No C.O.D.'s please!

Franwal Co. Dept. C RED BANK, N. J.



3 GIANT DISNEY "Talking" Toys—

All For Only $1.00

Santa Claus says "Merry Christmas"
Bugs Bunny says "What's Cookin' Doc?"
Mickey Mouse says "Happy New Year"

Real excitement when you hear them talk over and over again. Simply pull the patent talking tape and their loud and clear voices will surprise you. They're almost real—each one stands on special "feet" that won't tip over. Throw them up and they'll land on their feet. They're made of heavy rubber that takes lots of hard bounces. Inflates taller than a small child. Beautifully colored. Loads of fun. All 3 for only $1.00. Order several sets.

We Pay Postage. No C.O.D.'s Please

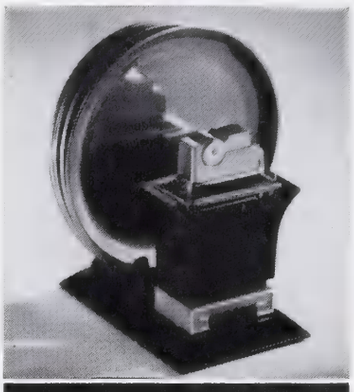
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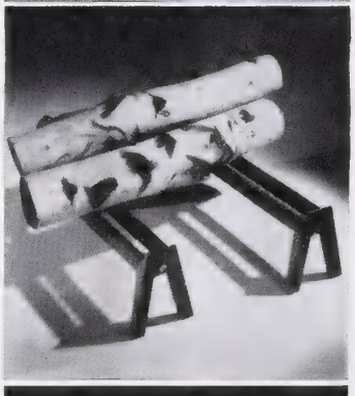
535 S. LaSalle St. Dept. 35. Chicago 5, Ill.



Window



PAGODA LIGHTER, the n and distinguished design A.S.R., is worthy of a directo table, a discriminating lad desk, your own coffee table. Ma of lucite in ebony, jade, or r it comes with a black base a 4 golden ash trays. Complete is $15. Lighter alone is $12. Ppd. Iwan Ries & Co., 133 Wabash Ave., Chicago 3, Ill.



NON-TILT LOG RESTS steady on their feet, no mat how many times you put anot log on the fire. Made of cast ir the legs are so designed that th won't topple over or tip. a that's as your hearth desires 20" long and 4½" high, th weigh 26 pounds. $3.95 the p f.o.b. Tennessee Chromium P ing Co., 206 Louise Ave. N., Na ville 5, Tennessee.



CAMPER'S KNIFE. Whetl he's stalking deer in the Ma woods, crouched in a duck bli or fishing a mountain stream, h have the convenience of kitchen drawer in one comp unit. Made of stainless steel, includes fork, bottle opener, c opener, knife, and fish scal With ring for attaching to b $3 postpaid. Order it fr Weed's, Buffalo 5, N. Y.



A FLAT PURSE may be loa with folding money, but it's ne bulky when it's the wafer-t Craftsman. The attached mon clip holds bills in neat secur and the small purse on the o side takes care of small chan The gold-plated "Lifetime Ed keeps the wallet in fine sha In red or green morocco, $3 cluding tax and postage. Emba Enterprises, 11 East 44th New York 17, N. Y.



AN OLD-FASHIONE NOSEGAY given the vel touch for a background a framed in whitened pine, becor the most beguiling shadow l we've seen. The artificial flow are imported, come with in frames of pastel blue, pink, or y low with complementary vel 7½" x 8¾", $8.95, $17.50 pair. Ppd. Marc Leeds, Cust Flowers, P. O. Box 4093, Angeles 24, Calif.

Shopping



RICE PLUNGE. The design these coaster-ash trays is the me as those wonderful ones nded with sterling silver. But w, with a change in the decor- ive metal, there comes a change price. Still massive, with swirl- glass bottom, still with the added edge, but now the rims me in chrome plate. Set of 4 just $2 postpaid. Stoliker's, 6 State St., Madison 3, Wisc.



REAM PUFF gives promise being the prize conformation rse in your miniature collec- n. Made of strong, lightweight breakable plastic in a cream lor, he comes complete with a idle with chain rein, martingale, d a removable saddle. 10" high, s just $8 postpaid. Order him m "little joe" Wiesenfeld, 112 North Ave., Baltimore, Md.



RORITY SISTERS will be rrying bags this fall that are nd-blocked with different soror- and fraternity insignia. In nny beige suede with the in- nia in terra cotta, they come two styles. Drawstring pouch, ther-lined, with rawhide thongs l stiff bottom is $9.95. Envelope h zipper is $3.95. Ppd. Add % tax. Walter Thomas, 716 lshire Boulevard, Santa Moni- California.





Mend Broken Treasures

Mends fine china, crystal, ceramics, furniture, most anything strong as new! Sticks immediately. Excess wipes off with a damp cloth. Clear white cement makes the repaired break almost imperceptible. Developed by a collector who uses it to restore his finest rare antiques. Order No. H4205. Two-ounce bottle **$1** Postpaid.



Magazine Keeper

Roomy wooden rack fastens to wall or door. Holds magazines neatly in place. Of finished hardwood, 24" across. Lower section for comics or digests. Upper takes larger magazines. Easy to assemble. Paint, stain or leave in natural wood. Order No. H4064. **$1.29** Postpaid.

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Miles Kimball Co. 33 ALGOMA OSHKOSH, WIS.

KEEP SALT DRY



$1 a pair plus 10c postage

*T. M. *

Amazing Airko SHAKERS

The shakers with the patented Airkonite "wonder" element in the gleaming chromium top. Keep salt moisture-proof and free-flowing in all weather.

Lovely design . . . sparkling crystal glass . . . hand-cut satin-finish base. Four inches tall. Get your pair today.

10-DAY MONEY-BACK GUARANTEE

AIRKO MFG. CO., Dept. HB5, Clermont, Fla.





Create YOUR OWN LAMPS!

STAND A LAMP

Now you can have an endless variety of smart lamps, each your own original creation. Simply mount your figurines, toys, planters, vases, or antiques up to 15 inches tall on a Stand-A-Lamp, adjust the stem to the exact height you desire, and add a shade.

Beautifully finished solid hardwood base has hidden rubber feet, polished brass adjustable stem, approved wiring.

Choice: **1. BASE:** 7" round, 6½" sq., or 6"x 8" rectangle.

2. BEAUTIFUL FINISH: Walnut, Mahogany, Maple, Blond, or Dull-Black...We match pairs.

An ideal gift **$4.95** ea.

HAND-CRAFTED linen shade as shown, 15" or 17" diameter: Forest Green with Chartreuse trim, Brown with Yellow trim, or Red with Beige trim. **$5.95.**

Royce Co., Mfrs. 1315 W. Florence, Inglewood 42, Calif. (Please add 50c for mailing charges)

NEW!



Trash Disposal Unit Burns Refuse Safely

• A new type outdoor dispose-all unit safely and quickly burns garbage and trash in any weather. ll refuse, damp, green or dry is fully nsumed. Scientific draft design comletely eliminates fire hazard of flying sh, sparks, burning, blowing bits of paer. Intense combustion removes neighor-annoying nuisance of flying scraps, noke, smell. Sturdily built to last for ears. Nothing to get out of order. eeds no watching. Will not blow over. ill not destroy grass or shrubs. Ends efuse hauling and fire hazards to quickly ay for itself. Measures 23" square at ase by 40" high. Weighs 23 lbs. Over bu. capacity. Recommended by Bureaus f Fire Prevention. Full price $9.95—othing else to buy. Sent F.O.B. Clevend. Money back guarantee. Send eck, cash, or money order to:

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VALUE BEYOND COMPARE



wall type

EARLY AMERICAN REPRODUCTIONS HURRICANE LAMPS

$2.98 each Nowhere will you find such a buy! These utility solid copper or solid brass, highly polished table and wall lamps are hand crafted and protected by a permanent infra-red mar proof baked enamel coating. They actually burn and the soft glow will add charm to any room. Add this to your gift list!

Please specify copper or brass, also table(on right)or wall type with reflector bracket (or both) . . . only $2.98 apiece. Postpaid No C.O.D.

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2614 BEDFORD ST. DEPT. 2
LOS ANGELES 34, CALIF.

NEW AUTOMATIC ELECTRIC HOME CORN POPPER



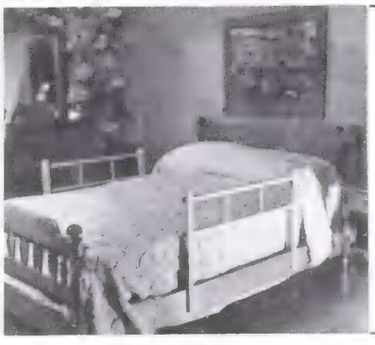
Only $6.95 complete with hot plate

MAKES BIGGER, FLUFFIER BETTER-TASTING POPCORN!

NO STIRRING! NO SHAKING! NO AGITATING!

That's right! Now you can make larger, fluffier, crispier, more tender popcorn than ever before—*without fuss or bother!* Just plug into any AC or DC electric outlet, and presto!—2½ quarts of the most delicious popcorn you've ever tasted! No stirring, shaking, agitating necessary! This gleaming aluminum Corn Popper has dozens of other uses, too—serving hot soups, stews, chili, piping hot buns, etc. Hi-speed, quick-cooling hot plate can be used for frying, boiling, stewing, etc. Only $6.95, postpaid—or sent C.O.D., $6.95 plus postage and handling. Generous supply of fine popcorn included.

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YOUTHCRAFT SAFETY RAIL GUARDS YOUR CHILD from falling out of bed

Inexpensive, safe, positive protection. Fits any bed. Attached or removed easily, quickly. Attractive enough to be left on permanently or can be stored under bed. Available in Wheat, Maple, Walnut, Mahogany or White.

$4.95 each side express collect

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UP A TREE

A life size bronze cat, painted white, will really show up in your garden, or can be put on a roof edge. People stand in front of our place for minutes to watch it move and go away baffled. It comes with a metal hanger for a secure and dramatic setting. Weather proofed for outdoor wear.

$8.50 prepaid

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50 Piermont Avenue Nyack, N. Y.



CHARMING PIN-UP LAMP

Evoking a soft, nostalgic murmur of the past — this quaint colonial tole lamp blooming with lush hand painted roses casts a bright, cheery light in your rooms. Perfect for living room or dining room— it blends beautifully with bedroom or colonial kitchen. All metal in satin white, dark green, dark red or black. Frosted glass chimney. Height 10½". Extends 10½" from wall. Diameter of shade, 9". Will take up to 75 watt bulb.

$8.95 each postpaid **$16.95** pair postpaid

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PORTRAIT IN OILS ON CANVAS . . . $29.50



Lifelike portrait in oils, hand-painted on 14" x 18" canvas in sepia by professional portrait artists. Send snapshot or photo as model. Hundreds of appreciative patrons. Makes a treasured gift. Handsome frame included at no extra cost. Money back guarantee. Shipping prepaid.

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SILVER CO. SCORES AGAIN

Georgian Style
Gadroon Design
Size 18 x 14 in.

$9.95 tax incl.

This beautiful duo entree dish, heavy silver on copper of course, large enough for that special supper party.

Just what you want for that special wedding present, anniversary or house warming gift.

This tray guaranteed to please the most critical judge of silver or money gladly refunded.

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NEW WONDER TOOL FOR AUTOMOBILES



YOU'LL NEED IT THIS WINTER!

Motorists have been quick to see the helpful, everyday need for this new, wonder tool. Special brass blade removes ice from windshield. Rubber squeegee cleans "steamed-up," also dusty windows. Patent fibre brush for cleaning out car, also removes snow from windows.

Keep KARBRUSH Handy In Your Glove Compartment

You'll need it this winter and every day in the year. Order at once for your own use and for gifts this Christmas. $1.00 postpaid from factory.

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BRAID MAID

A Boon to Rug Makers

A sturdy, olive enameled, steel braid holder which clamps to any table . . . . Just like another hand, it grasps the fabric gently and holds the braid away as you work . . . makes rug braiding faster and easier than ever before . . . Make two rugs in the time it took to make one . . . . Instructions included. $1.15 ppd.

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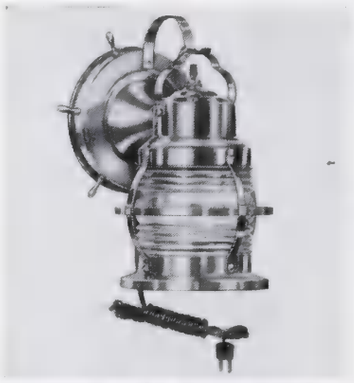
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SMILLANS HOUSE

Home of Napkin Lady from Finland
5424 N. Lawler Ave., Chicago 30, Ill.



Window



SEE-WORTHY LANTERN A solid brass pin-up lamp fo your front entrance, rumpus room or for your small sailor's cabin is indeed a fine buy. The bake lacquer finish prevents tarnish chipping, or peeling, and it come with genuine marine glass. 8¼" high, the price is just $4 post paid from Philmont Industries P. O. Box 84, Dept. B, Philadel phia 6, Pennsylvania.

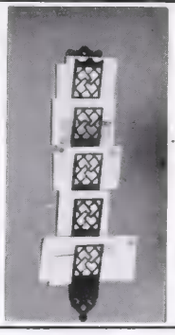


GRINDING IT OUT makes al the difference in the world in th flavor of pepper. So do conside this set for your own table, fo a wedding present, a Christma gift. *And* please look at the price Imported from Italy and made o olive wood, hand-decorated, th pepper mill, salt shaker, an packet of pepper-corns cost jus $3.95 postpaid. Order them fro Stratton Snow, 152-A N. Swinto Ave., Delray Beach, Fla.



THAT CHINESE INFLU ENCE that you're anxious t introduce in your decorating easy to achieve if you have th pair of china plates. Hang them i your dining room or hall. They give a decorative shot-in-the-ar to a modern or 18th-century roo Designed by Mel Waite, 10" wid hand-painted with colorful Ch nese designs. $6.95 the pair pp Madison Gifts, 100-48 Stratfor St., Forest Hills, N. Y.

smart practical LETTER RACK



FAMILY POSTMAN

to keep mail, memos and telephone messages. . . . Its Chinese accent is correct in both contemporary and traditional settings. Chinese red, bottle green or ebony in a fine satin lacquer finish. 25½ inches long

$7.50 postpaid

No C.O.D.'s please

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Grand Rapids, Mich.



A Fascinating Hobby...Build Miniature Old Time Autos!

It's as simple as A-B-C to build these collector's items with the OLD-TIMER kit! Each authentic model can be easily constructed in less than 10 hours of interesting, absorbing work. The finished piece makes an unusual decorative ornament, can be made into a lamp base, desk set or ash tray by an ingenious person. Built to scale, average length 7".

CHOICE OF 11 FAMOUS MODELS

1900	Packard	$2.50
1903	Model "A" Ford	2.50
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1909	Stanley Steamer	2.95
1909	Model "T" Ford	2.95
1910	Model "T" Torpedo	2.95
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1911	Buick "Bug"	2.50
1911	Maxwell	2.50

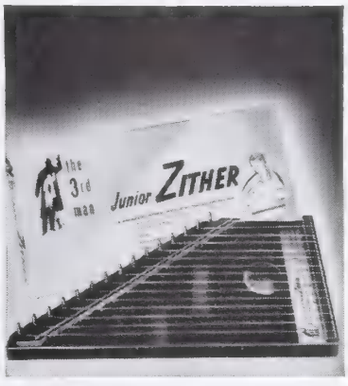
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THE SCHAFFER GIFT HOUSE · Springfield, New Jersey

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IRD MAN JR. ZITHER. you've seen *The Third Man,* 've been in a zither-dither ever e. Well, now you can have one rself and learn to play it im-diately. This amazing instru-nt, professional in tone and earance, has 2 full octaves, comes with 10 song sheets show you at a glance which ngs to pluck. $5.98 plus 35¢ t. The Playhouse, 867 Madison ., New York 21, N. Y.



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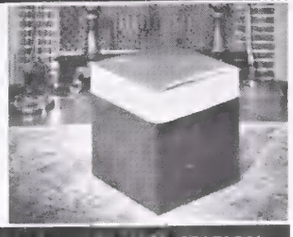


EEPY-TIME LAMP that lullaby the nursery crowd to p has a Swiss music box in polished hardwood base. De-ed from an Early American el, it's made of solid brass a frosted chimney and a ed shade of a colonial print. sic box plays a familiar nurs-tune. Lamp measures 12" n. $9.95 ppd. California get Shop, 509-F North Fair-Ave., Hollywood 36, Calif.



MULTI-USE TV HASSOCK!

's an inexpensive, multiple-use hassock demanded by television age as a living room seat, footrest, coffee or as an occasional stool in any room in your home Expertly tailored, variety of colors to fit any decorative ne . . . Covered in washable Duran or Naugahyde is resistant to burns, acids, or scratches . . . Comfortably cushioned with special padding . . . Glides permit effortless movement, light enough for a child to carry 15 inches square and 16 high . . . Color combinations: in all cases combined with green, red, brown, yellow chartreuse in pattern as pictured . . . Excellent gift . . . er order two, today . . . state color combination desired.



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T-H-R-I-L-L your child

with a beautifully-made couturiere costume, in time for Hallowe'en and other Fall costume parties. A black cat? Pirate? Witch? Devil? Ghost? Rabbit? Or this slap-happy clown in bright 2-color gleaming satin? Expertly tailored. Fancy ruff. Huge Velvety pom poms down the middle and a-top the perky hat.
Sizes 3 to 14, $7.50 ppd. Other costumes from $3.75 ppd. Send check or money order. Satisfaction guaranteed. For folder and price list on costumes, write:

PARTYLAND

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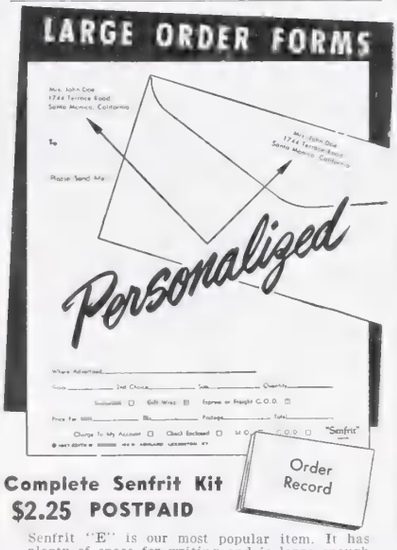
Monogrammed Emery-ettes

Smart purse groomers for a lady's fingers are these miniature emery boards. A "match book" of 8 Emery-ettes comes in a metallic silver foil stamped in black, green or red with three initials or a first name. Box of 12 packs is

just $1.50 postpaid
sorry, no c.o.d.'s

Page & Biddle, Inc.

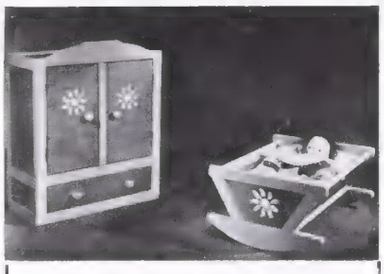
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Your child will be thrilled with this charming Penn. Dutch cradle for her dolly and the matching clothes closet with its double doors, clothes bar, and 4" deep drawer for neatly storing dolly's clothes. Cradle measures 20" x 14" × 9". The closet is 18" × 8½" × 23", has brass hinges, door catch, and can be supplied with two shelves for an additional 50¢. Sturdily constructed, both items are available in red with blue trim or white with blue. Please state which color desired when ordering.

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with covered pyrex liner

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THE LIVING IMAGE OF YOUR CHILD FINISHED IN NATURAL COLORS

Think of it! This beautiful 16 inch dressed doll with your child's favorite photo for its face. What a gift for family and close personal friends. How you will cherish it in the years to come. The photo face is imbedded in plastic—washable, breakproof and permanent. It's a full 16 inch doll, gorgeously dressed with shoes, socks, blouse, panties, jumper dress, bow and bonnet. What a thrill for you—what an amazing gift to give or receive.

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Just send us a straight front view, full face photo (no profile—no snapshot) 4 x 6 inches or larger. Write your name and address on the back, pack it carefully and mail it to us with the coupon below. The picture will be returned to you unharmed, and in about 3 weeks you will receive the doll.

ONLY $6.95

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Please enter my order for the "Little Me" doll as advertised. I am enclosing $2.00 as a deposit and will pay postman $4.95 plus postage and C.O.D. charges on delivery. (If you send cash in full doll will be shipped prepaid.)

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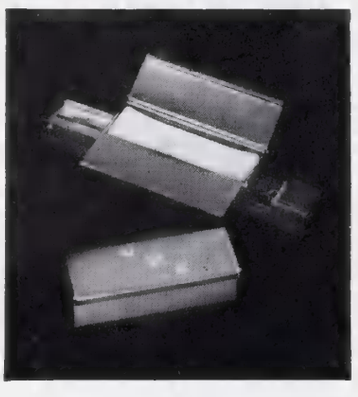
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ELECTRIC LOGS, made genuine seasoned white birch and plastic composition, look so much like a wood-burning fire that guests will stand in front of to warm themselves. The realistic ash formation and charring create the glowing effect of logs partially burned. Wired with safety switch, sockets, and amber bulbs $15.95 exp. coll. Detroit Rustic Arts, 3916 W. Eleven Mile Rd., Berkley, Mich.



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(*Continued on page* 117)

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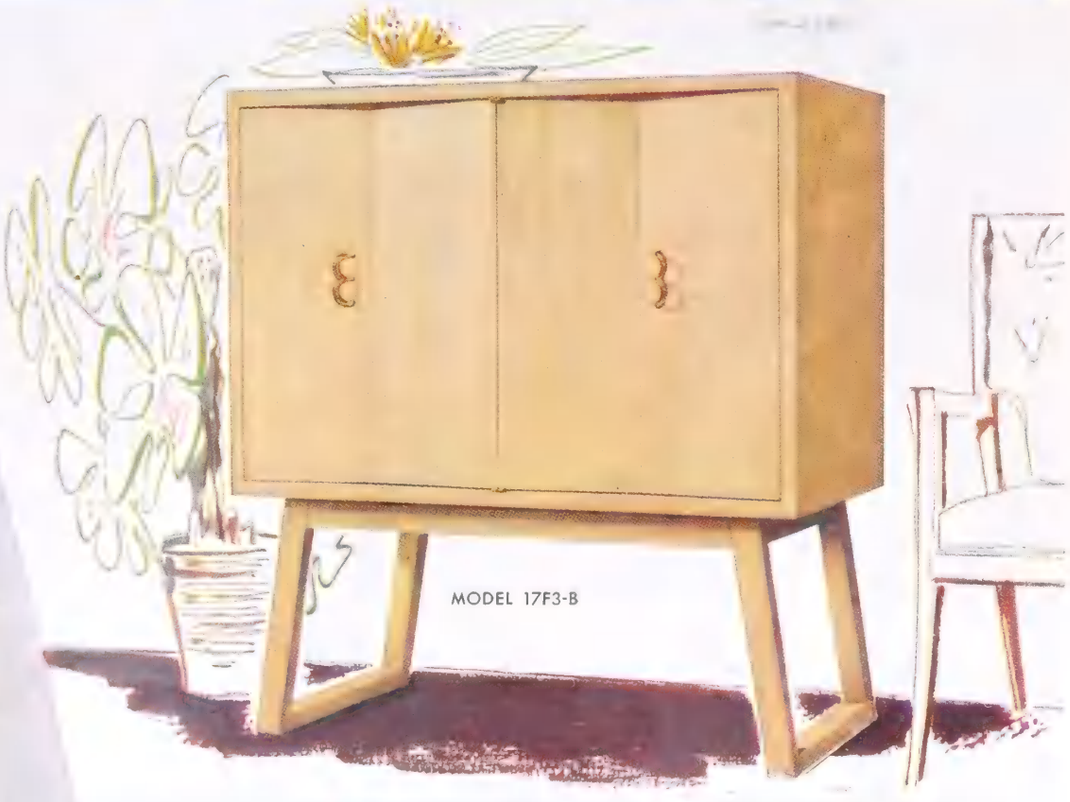


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For the Needletuft Folio of Decorating Ideas, send 10c in coin or stamps to Needletuft Rug Division, Cabin Crafts, Inc., Dept. K, Dalton, Georgia.

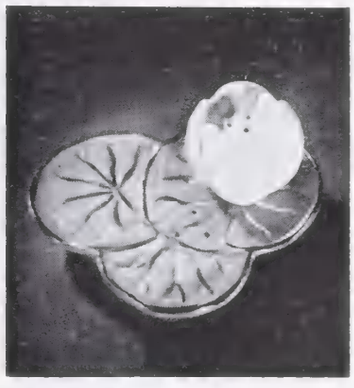
Window Shopping

CONTINUED FROM PAGE 112

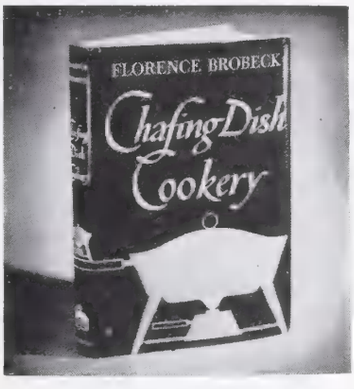
PUT THE HEX ON HER, and he'll be in Dutch, but in the most decorative way imaginable, if you give her these fine Pennsylvania Dutch reproductions. Both have hand-painted hex signs on the antique pine finish that has been rubbed to a satin luster. Cracker cradle, 9" x 5½" x 4½" high, $2.95. Wall Box has liner for flowers or ivy, 9½" high, $2.50. Ppd. Jane Griffith, 23 Maplewood Ave., Philadelphia 44, Pa.

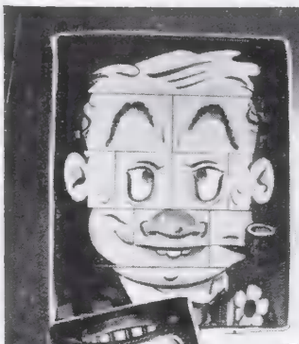


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Above: Two of Charlie's many faces.

Weather Bunny

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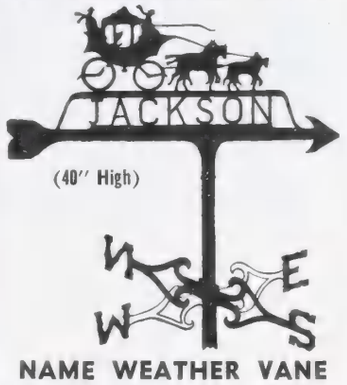
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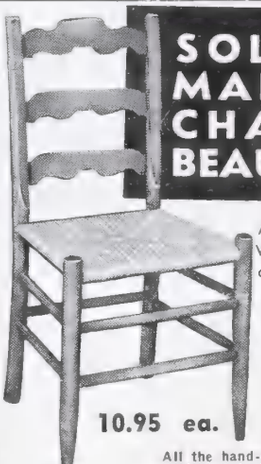
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HAND WOVEN FIBRE SEAT

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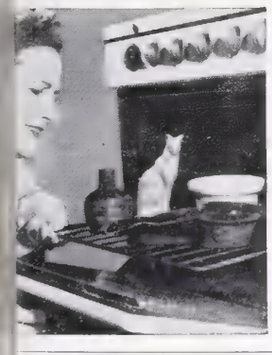
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Exquisite silverware storage chests so reasonably priced! Here's a touch of grace and charm you can afford . . . for yourself or as a gift that someone will truly cherish.

Beautifully styled with matchless good taste and made with the finest of craftsmanship to the last detail . . . rich finishes . . . fine antique brass handles and lifts . . . Pacific Silver Cloth tarnish-resistant linings.

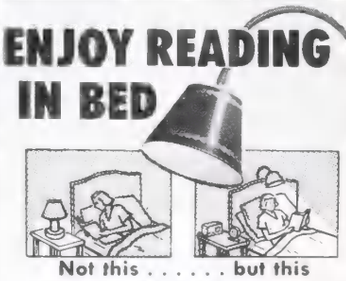
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NEW LUXURY LAMP assures abundant light at absolutely any angle ...regardless of headboard. Quickly, easily attached to baseboard. *Does not touch wall or bed.* Approx. 60 inches high. Kwik-Flex Arm adjusts to desired height and position *above* reader's head. Baked antique bronze finish. A superbly practical lamp with many other uses! Accommodates 6 to 12-inch shade. Give the gift that makes reading in bed a pleasure! Order today! No C. O. D's.

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All Personality Prints are finest White Sanforized broadcloth. Elastic waist, boxer type. Guaranteed sizes 28 thru 42. $2.50 a pair, or all three only $6.95 postpaid.

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will recognize the swirl and cornflower patterns. These lamps are lovely, authentic reproductions made from antique molds dating back to covered wagon days. They are available in cranberry or blue background, clear or satin finish, with white swirl or white cornflower design that is made in the glass and not painted or stained. Bases and fittings are made of solid brass.

Wonderful for double dressers, chests, buffets and for television where you want a glow, not a glare. Nite light in base adds charm & usefulness. 15½" overall. Price postpaid **$22.50** each or **$40.00** the pair.

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CLEANS SILVER CHEMICALLY!

MERTON'S
Liquid Silver Polish

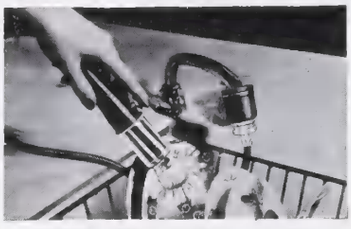
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WASHES DISHES IN *HALF* THE TIME!

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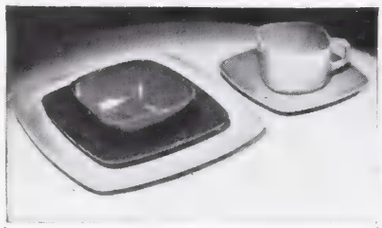
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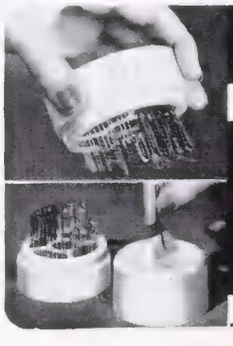
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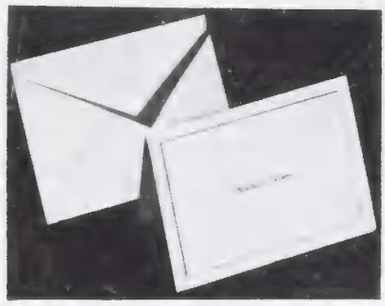
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DRAWING BY JANE OLIVER

Sullivan and Gilbert

by Richard Williams

IN reversing the order in which the names of the two famous collaborators is usually given, I am not attempting to be turvy-topsy. I do so to stress Sullivan's name. And I stress his name only because the particular occasion belongs to him. Next month, on the 21st to be precise, it will be 50 years since Sir Arthur Sullivan died. We are celebrating a half-century anniversary.

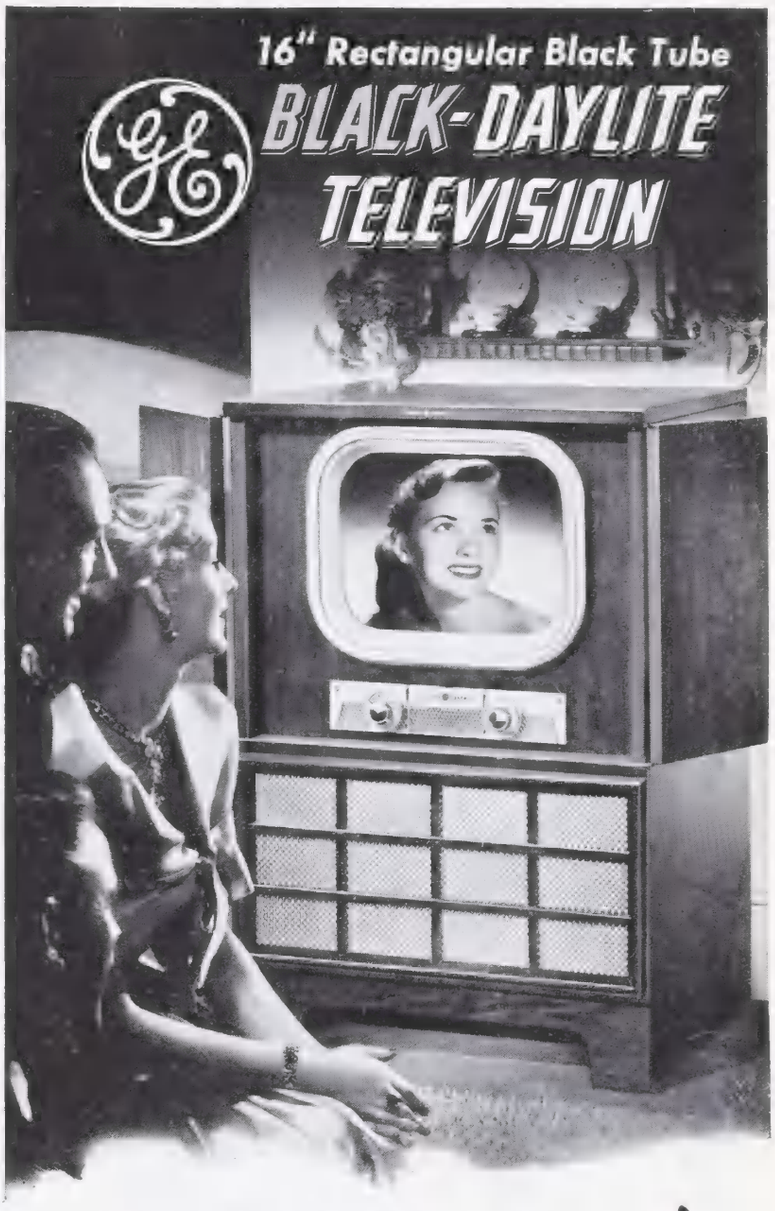
Two years before he died, he made another of his repeated attempts to succeed in the domain he thought fitting his dignity and ability as a composer—the domain of grand opera. He produced an ambitious work to a libretto by Pinero called *The Beauty Stone*. It ran for a scant seven weeks. It was immediately followed by a revival of some of the Gilbert and Sullivan operettas. Such revivals could always be counted on to fill the theaters which had been emptied by his grander muse.

Among the works now performed was *The Sorcerer*, one of the earliest products of the Gilbert and Sullivan collaboration. Sullivan himself conducted, though by this time he was a sick and suffering man, and after recording in his diary the huge ovation which he received, he wrote, "Call for Gilbert and self—we went on together, but did not speak to each other." This was the last time he saw Gilbert, and it was a mute and inimical meeting.

In the succeeding two years, Sullivan kept on working, though frequently interrupted by such pain as even morphine would not still. He also traveled. He was wealthy—the operettas had made him so—and he was able to indulge his inclination for spending money freely. He journeyed to the continent, to the Riviera, to Paris, to Berlin, and to Monte Carlo where, as was his passion, he gambled heavily. His health continued to decline and he finally crept back to London. There he died a lonely and restrained death. The two men most closely linked to him were absent. His quarrel with Gilbert had not been resolved. And D'Oyly Carte— the man who had brought the two together—was so ill that the news of Sullivan's illness had been kept from him. Sullivan's funeral procession passed through the street below D'Oyle Carte's window and, with the intuition of long friendship, D'Oyly Carte guessed whose funeral it was. The nurse who entered his room found Carte prostrate before the window.

"I have just seen the last of my

(*Continued on page* 126)



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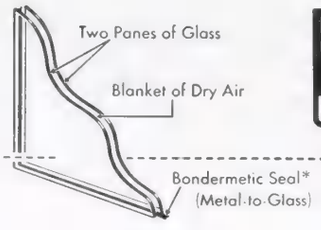
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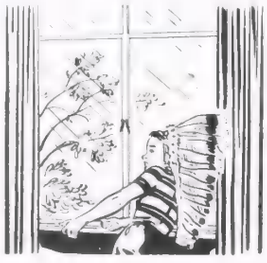
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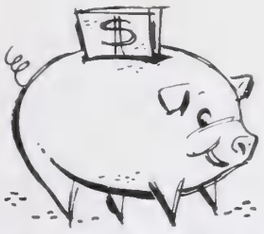
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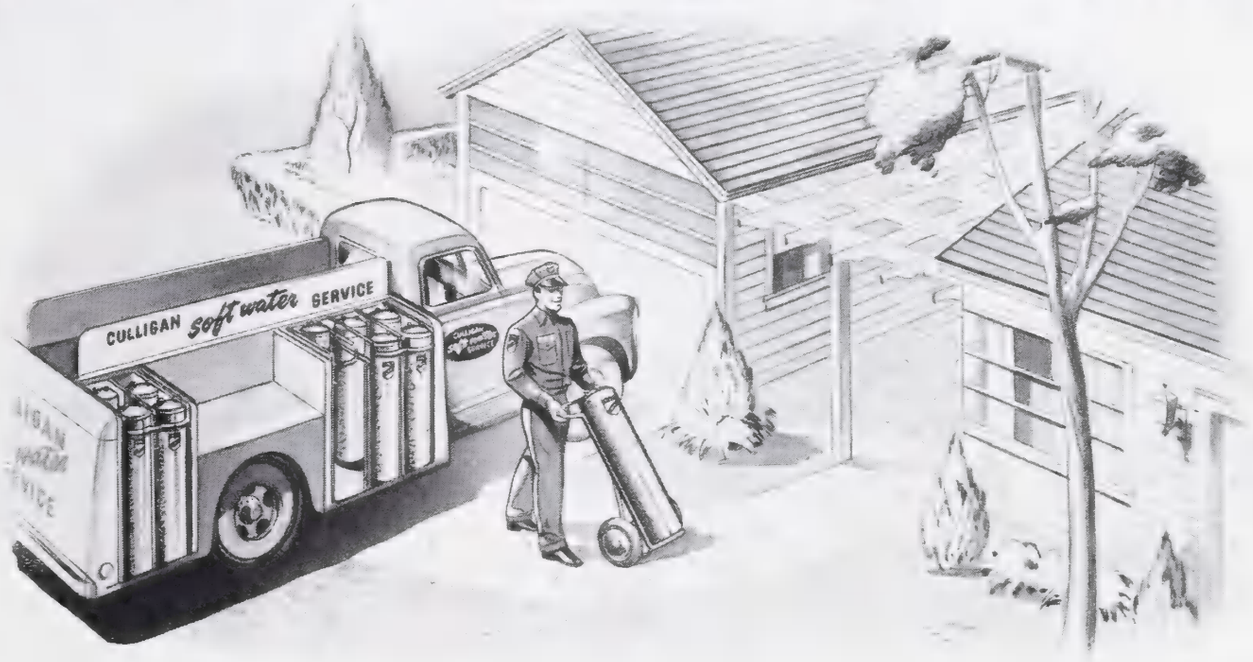


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(Continued on page 196)



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SULLIVAN AND GILBERT

CONTINUED FROM PAGE 121

old friend Sullivan," he whispered.

A journalist interviewing Sullivan toward the end of his career might have asked him whether he, Sullivan, thought that any of his music was likely to be remembered in the middle of the coming century. The composer would have answered (assuming that he felt like giving an honest answer), "Oh yes, it is possible that my *Irish Symphony* or my oratorio, *The Light of the World*, or my choral work, *The Golden Legend*, will still be played in 1950." The interviewer, who probably had seen *The Mikado* seven times and knew all the tunes by heart, would then have asked about this operetta or about *Pinafore* or *The Gondoliers*. Sullivan would doubtless have answered, "These will be forgotten."

TO THE end of his career, Sullivan depreciated those of his works on which alone his fame rests. His own slights were strengthened by the opinions of all his well-wishing, well-groomed, well-connected friends, who felt that in writing the most charming English operettas he was stooping, and that what he ought to be doing was to write worthy and elevating music in grand proportions. It was a worthy age, and Sullivan had worthy friends. Queen Victoria and her time took things seriously, and one was perhaps a little suspect if he were lightly satirical. This suspicion troubled Sullivan's soul. Nevertheless, he continued his collaboration with Gilbert, which began after both men had already obtained a certain prominence (Gilbert being forty-one and Sullivan thirty-five at the time of their first meeting), because Sullivan was a man who desired to live in an aristocratic style, and the Savoy operettas provided him with the necessary wherewithal. No, that is not quite true. Money could not have been the only reason. Indeed, it would have been impossible for any man to produce *The Gondoliers* or *Iolanthe* merely to keep the pot boiling. Sullivan did feel for these works an affection and an enthusiasm that were genuine.

The highly respectable and correctly Victorian side of his personality is but one facet, and this

(*Continued on page* 128)

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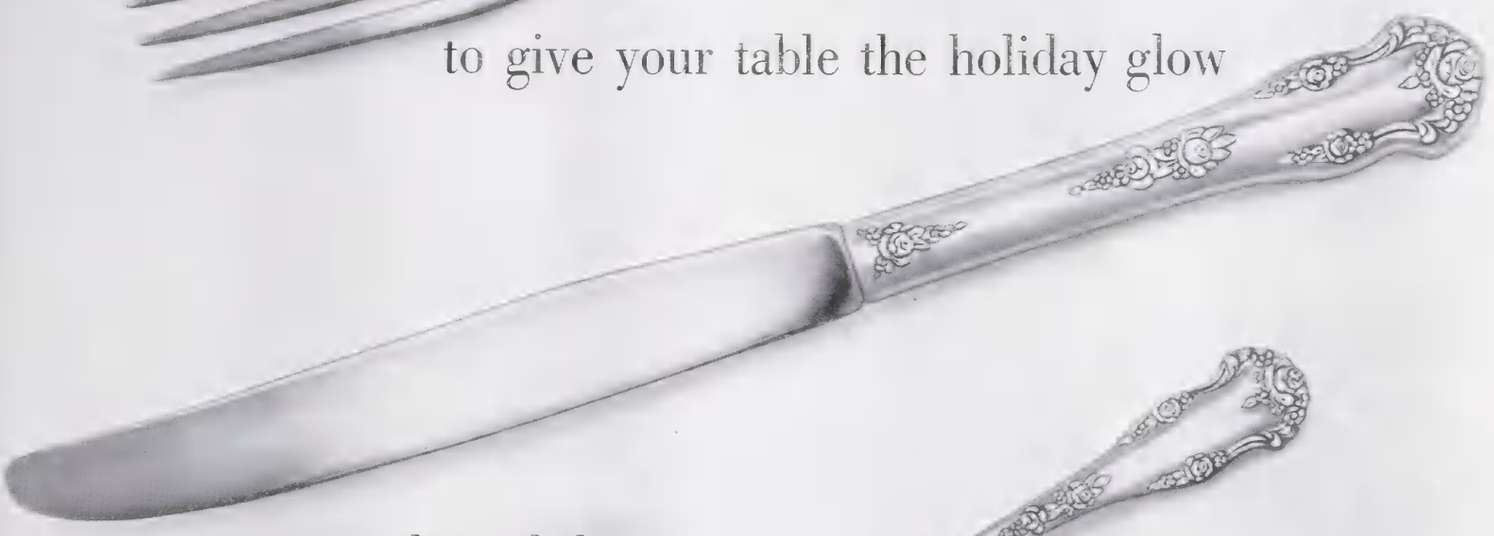
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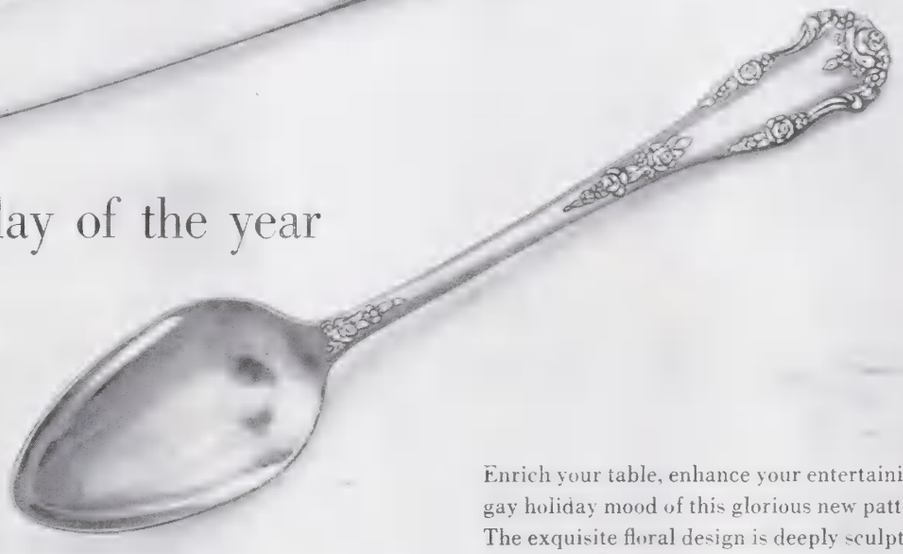
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SULLIVAN AND GILBERT

CONTINUED FROM PAGE 126

shows itself in his now forgotten serious music. The other side of the musician is the sparkling side. Endowed with a fine gift for melody, he developed to highest precision his peculiar talent of fitting witty words to witty music. The resulting product is both good comic poetry and good music. Sullivan's melodies at their best are enchanting musical inspirations. Yet they are not required to lead a bachelor's life; they are completely, happily married to Gilbert's words. The fusion is unique. In Gilbert and Sullivan the key word is "and."

ALL THE same, he suffered through the ambivalence of his feelings and he continued to do so throughout the 14 years of successful partnership. He longed to do "important" work. He felt that he deferred to Gilbert and effaced himself in favor of the librettist. During one of their quarrels, he demanded that Gilbert, for a change, defer to him, and Gilbert, the more reasonable of the two men, had to point out to him that their collaboration could exist only if both of them considered themselv equals. It was this false pride colli ing with Gilbert's irascibility whi caused the final rupture, thou they ostensibly quarreled over t purchase of a rug for the Sav Theater.

Posterity has long considere them as equals, and any discussi of which may be the more i portant, Gilbert or Sullivan, foolish speculation. As children two equal parents, the operet turned out to be comic mast pieces.

Plays date fast. Humorous pla date faster. Musical comedies da fastest. Yet, Gilbert and Sulliv are largely exempted from t yellowing process. In spite of to cal allusions which we no long understand or care about, in spi of some execrable puns, in spi of a touch of cloying sentime here and there, the works rema fresh and green. And this s them apart from the other op ettas, the Victor Herberts and R dolf Frimls and Reginald De K vens, who also wrote attracti

(*Continued on page* 199)



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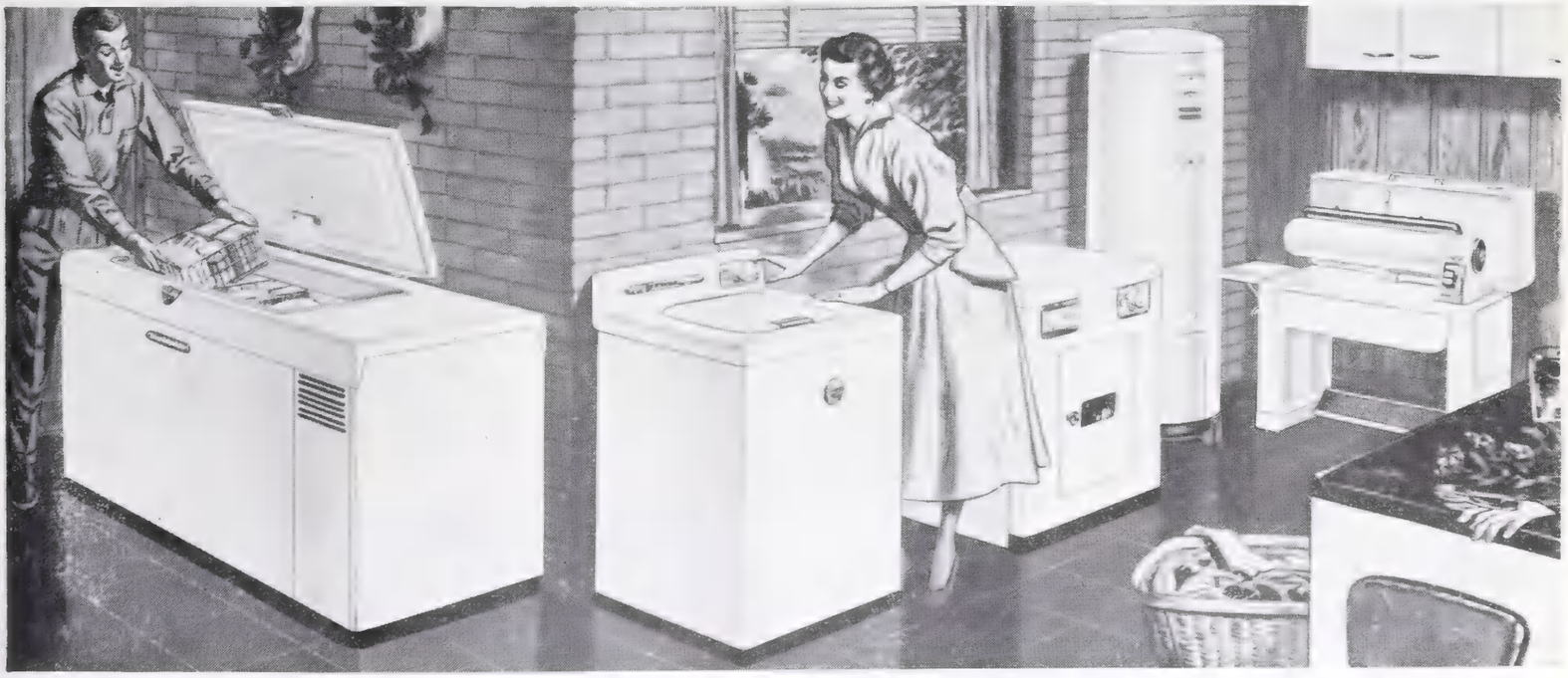
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Your other servants are busy, too! While you do as you please, the amazing new Frigidaire Automatic Washer washes, rinses, and spins your clothes so dry that many are ready for ironing. The dependable Frigidaire Automatic Clothes Dryer and Electric Ironer take the drudgery out of wash-day and cut your laundry time in half. Your Frigidaire Electric Water Heater supplies loads of hot water at lowest possible cost. And that handsome Frigidaire Food Freezer saves you trips to market and cuts your food costs way down! So begin now to enjoy the easier life that's yours with *any* of these *dependable* Frigidaire Home Appliances. See them at your Frigidaire Dealer's. Look for his name in the Yellow Pages of your phone book. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada Leaside 12, Ontario.

You can't match FRIGIDAIRE Home Appliances

Duncan

Tear Drop



May we send you a booklet?

THE DUNCAN & MILLER GLASS COMPANY · WASHINGTON, PA.

"The loveliest glassware in America"

It's Worth MENTIONING

by Julie Polshek

What furor Robeson's exquisite, silver-handled (plated) steak knife caused here! Truly a masterpiece, beauty-wise and functionally. They stand proudly with your finest silver service, blend with any pattern. Concave hollow-grinding carries the graceful design into the blades. They're Frozen Heat sta'nless steel, guaranteed to stay razor-keen for 3 years. 6 or 8, in flannel roll. $17.50, $23.50, Marshall Field's, Chicago, Ill.





From the maker of the inimitable Parker plate rack comes a glass rack that's sensational. The all metal Peg-In Rack hangs or stands. The base adjusts in height, holds the tray, if wanted. Rubber-bumpered peg-in rods adjust spacing to the need. Rack handles virtually any size or type of glass; hangs stemware, cups. Rack with 12 rods (5″) $3.95; extra rods, 3″, 5″, or 7″, $1 doz. Hood and tray, $2. Page & Biddle, Haverford, Pa.

What a break for the family's griddle-cake chef! This Westinghouse Menu-Master bakes six at a clip, right at the table; dishes them out piping hot, then and there. The heat-controlled 8″x15″ grill bakes the cakes to feathery perfection. Just the thing for parties, too. It handles a wholesale load of hamburgers, wienies, or other short-order cookery. AC, 1,000-W. $14.95. Strawbridge & Clothier, Philadelphia, Penna.





The carrier of this K-Venienc Utility-Pan Rack slides you cleaning gear out into the ope for easy taking. Then slides it bac home in neat, orderly fashion. (strong cup hook makes any handl hangable.) The rustproof, all-meta rack is a boon in kitchen cabinet too, for pots, pans, all hangable Four screws quickly affix the 2 inch track on which the 14-hoo ball-bearing carrier rides. Strong too. $5, Carson's, Chicago, Ill.

(*Continued on page* 217)



Mother's precious pair

Spanking fresh—a precious pair of Hathaway Curtain Fabrics! Fluffy **HATHAWAY DOTS** (above), gay and beguiling, will brighten every room in your house—and are so inexpensive, too! For special elegance, beautiful curtains of soft, sheer **HATHAWAY NYLON MARQUISETTE** (below) drape luxuriously, are easy to care for, wear like iron.

HATHAWAY PERMANENT FINISH ORGANDY and **CRYSTALUME COTTON MARQUISETTE**—this season's exciting new fabrics.

America's favorite curtains are made of

HATHAWAY *Curtain Fabrics*



Hathaway Mfg. Co., Dept. H10
New Bedford, Mass.

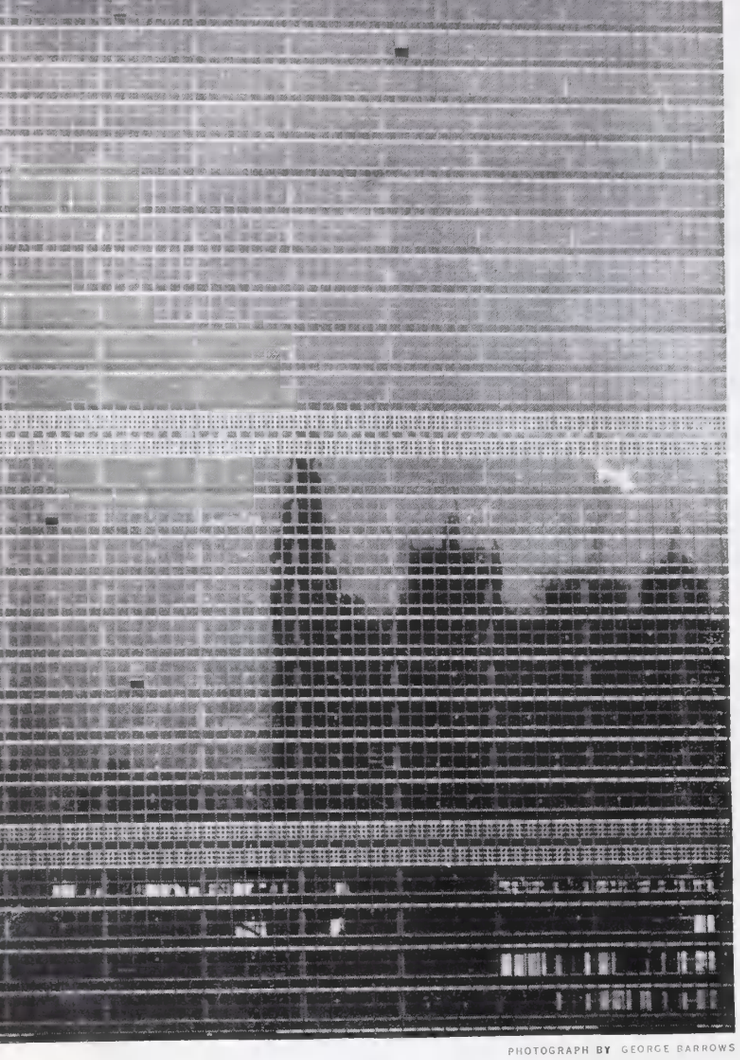
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New Decorators' Booklet
Showing Smart Ways
to Decorate Your Windows

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels



PHOTOGRAPH BY GEORGE BARROWS

The United Nations Secretariat Building, like a shining web to hold the world together, mirrors skyscraper neighbors in its windowed façade. See it in New York forever, we hope, but particularly during U.N. Week, Oct. 16-24.

How to leave home and like it

by Louisa M. Comstock

Today's best hope for peace is United Nations plus you. That's the best reason in the world for you to make a pilgrimage this fall to New York's new shrine. It's a shining, skyward wedge, right there by the river near 42nd Street, 39 stories, remarkably built of marble, glass, aluminum, and the best hopes mankind has ever hoped for its own future.

It is the United Nations Secretariat Building, of course—a clean, sobering, lovely sight, whether you see it in sun, rain, or mist, or against the peculiarly vivid blue sky that is Manhattan's own autumn trademark. It is still in the making, to be finished by the end of the year, but October is an appropriate time to get your first view of it, for this month marks the fifth annual observance of United Nations Week, October 16 through 24. Slogan for the week—and really for all time—"Today's best hope for peace is U.N. plus you," which means that the closer you keep posted on what goes on in U.N., the better job U. N. can do.

This idea comes home with a wallop once you've actually seen the delegates at work at Lake Success, and you can see them during a New York visit if you write ahead for tickets to the sessions you'd like to attend. Address Admissions Office, United Nations, Lake Success, N. Y. And for all-round regular briefings in U.N. activities, join the American Association for the United Nations, which keeps its members informed through frequent bulletins on the U.N. Peoples Section for the U.N., sponsored by the A.A.U.N., publishes an objective analysis of outstanding U.N. issues-of-the-month, furnishes a pattern for setting up your own discussion groups and provides for your opinions to be sent directly to your U.N. delegates. To learn more, write to national headquarters of the American Association for the United Nations, 45 East 65th Street, New York 21, N. Y.

So much to see and do!

Washington, D. C.—During October, the Sesquicentennial program turns to our favorite folkways with a giant American Folk Festival, October 5-6-7: and on October 8-15, an old-time American Country Fair.

Curaçao, Netherlands West Indies—A modern, two-story guest pavilion has so expanded the facilities of the choice Piscadera Bay Club, formerly open to members only, that you will now be welcome. Full information from the Netherlands West Indies Tourist Committee, 475 Fifth Avenue, New York.

Out of Grand Central Terminal, New York City—Saturday, October 21 and Saturday, October 28, the New York, New Haven and Hartford's popular (*Continued on page* 252)

Treasured the World over...

Figurines by ROYAL DOULTON



AUTUMN BREEZES





ABOVE,
TOP O' THE HILL
JACK
MARY HAD A
LITTLE LAMB
LEFT,
OLD BALLOON SELLER

- Every Royal Doulton Figurine is an inspired artistic creation. Exquisitely modeled and delicately hand painted in wonderfully realistic tones . . . each one captures all the delight and enchantment of Old England. Treasured as gifts and as collector's items—yet surprisingly modestly priced from $6.50 to $82.50. At selected jewelry, china and department stores.

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18TH CENTURY DESIGNS—styled for today's living. Long, low version of an Old English sofa mates with deep-down-comfortable lounge chairs. (Covered to your order.) Inlaid cocktail table and drop-leaf end table are genuine mahogany.



A new idea for people whose hearts are set on fine furniture

IF YOU'VE PROMISED yourself fine furniture "when you can afford it," this idea is for you!

For today, the makers of Heritage-Henredon furniture are constructing living room, dining room, bedroom designs that have the pure artistry of custom pieces, yet—thanks to ingenious methods—are priced *below* custom levels!

There are scores of beautiful designs. Each one adaptable, so you can choose whatever your budget allows now—add more later.

All Heritage-Henredon pieces carry their hallmark. Look for it, before you buy.



Intriguing Furniture Book—25¢! More than 100 stimulating pictures. Ideas for groupings, rooms. For your copy, plus name of nearest dealer, write Heritage-Henredon, Dept. HB10, High Point, N. C.



CHIPPENDALE CHAIR BACKS inspired this bed, its curved elegance echoed in the 12-drawer double dresser and night table with 3-way electrical outlet. (Typical pieces from many beds, chests, dressers.) Lounge chair is soft-cushioned.



Heritage Henredon fine furniture

CUSTOM QUALITY at PRACTICAL PRICES

Heritage Henredon . . . Factories at Morganton, Mocksville & High Point, N. C.



Screened in sheer beauty

Flexscreen—beauty on duty! It enriches the fascinating beauty of the fireplace—contentment center of your home—insures serene enjoyment undisturbed by flying sparks. Sheer, flexible, these graceful, woven-metal curtains glide open or closed at the touch of one hand.
Available at better stores everywhere.
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TRIPLE-PLAY PHONOGRAPH



MODEL 36R45 (WALNUT) WITH 16″ TV

FM-AM DYNAMAGIC RADIO

MAGIC MIRROR TELEVISION



MODEL 36R37 (BLONDE) WITH 16″ TV

Yes, clear . . . *close up!* Now . . . with Admiral's revolutionary new "Filteray" tube, you can sit as close as you please and enjoy clear, sharp, glare-free pictures even on Admiral's biggest-of-all 19″ screen. Eventually you'll want the biggest . . . why not get it now? . . . On TV: "Stop the Music"—ABC, Thurs., 8 PM, EST . . . also "Lights Out"—NBC, Mon., 9 PM, EST.



Clearest Picture in Television!

Admiral

AMERICA'S SMART SET



PHOTOGRAPH BY EE EVIA

We have an abundant inheritance in American design. Most people don't realize that America has produced 300 years of sensibly planned, sensitively executed articles for everyday use. They are unaware that 20,000 examples, gleaned from every corner of the United States, are documented in the Index of American Design, and are on file at the National Gallery of Art. In these you can trace the continuity of spirit between our past and our present. You will discover that the American Style is new in form but old in spirit.

Four hundred selections from the Index of American Design are reproduced in this book written by the curator, Erwin O. Christensen, with introduction by Holger Cahill. The book will be published by Macmillan Co. this month.

You can trace the roots of the American Style to America's folk art

by Holger Cahill

Mr. Cahill was National Director of the Federal Art Project of the W.P.A. at the time it collected and documented America's vast and rich design heritage. He is probably the leading authority on America's folk art.

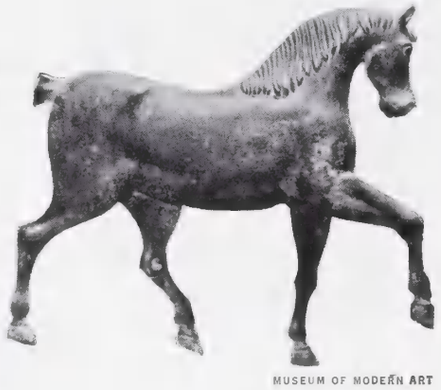
Every country's folk art has a long memory while it also prophesies the future. That's why the age-old promises of American folk art can be seen fulfilled in the new American Style

It is in our folk art, the expression of the average man, that we discover the true spirit and depth of our design inheritance. Folk art is the candid-camera shot among the arts, the product of innocence and unguarded moments, unposed, direct, honest. It is the grassroots legacy left us by our skilled craftsmen and gifted amateurs. Their art is both a mirror of the sense and sentiment of our American ways, and an authentic expression of American experience.

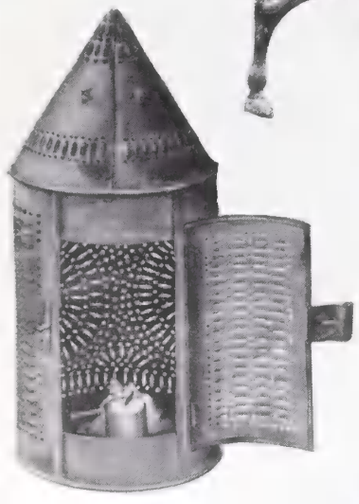
But the folk art of any nation anticipates the future at the same time that it looks far back into the past: and America's is no different. Thus it gives us clues, dating from the Seventeenth, Eighteenth, and Nineteenth Centuries, to what is happening today. It shows that there is a continuity between the American past and the American Style of the present.

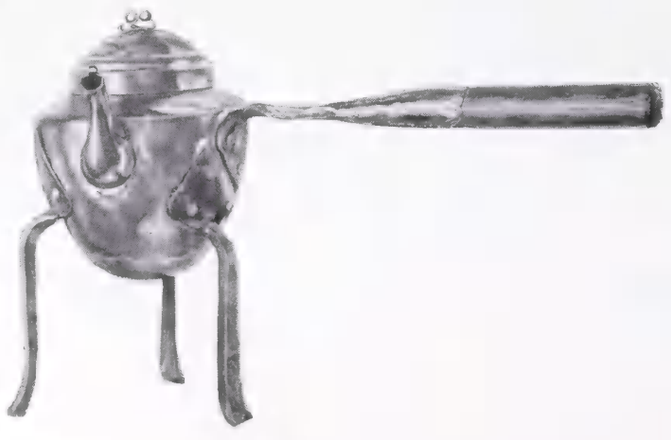
What is folk art? What kind of things does it include?

Our American folk art consists of a tremendous variety of objects: weather vanes and figureheads, plows and pitchforks, butter molds and brides' chests, inn signs, shop signs, toys, quilts, furniture, paintings on velvet, and portraits by itinerant "limners." (*Continued on page* 206)



MUSEUM OF MODERN ART





INDEX OF AMERICAN DESIGN
NATIONAL GALLERY OF ART

PHOTOGRAPH OPPOSITE BY LESLIE GILL

In our heritage of American folk art we find strains which still motivate American design: simplicity, fitness to purpose, honest use of materials, invention and creativeness. At the left are a cast-metal weather-vane horse from the Museum of Modern Art, a pierced tin candle-lantern and a copper kettle, both from the Index of American Design. Opposite is a group from Mr. Cahill's collection of folk art and Shaker furniture.



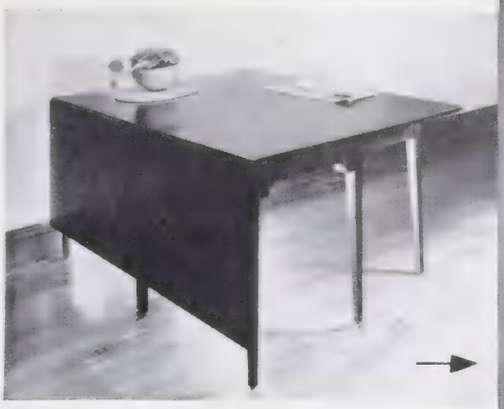
Old prophecies are coming true

Our new American Style was forecast a century or more ago by anonymous designers who applied ingenuity, common sense, and a talent for simplification to everyday objects. You can't miss the continuity of this viewpoint which still motivates contemporary designers

by Sara Little



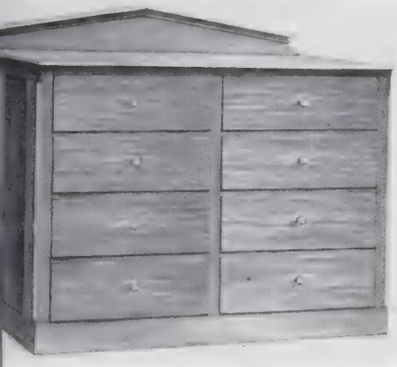
PHOTOGRAPH BY NEW YORK TIMES STUDIO



The drop-leaf foreshadowed a modern space-saver

One sign of a vital art is its ability to assimilate the work of others as George Nelson did in designing this table. Wood hinges, center support, and set-back legs were his contribution. Herman Miller Furniture Co. Antique drop-leaf, above, is from Museum of City of New York.





A late Shaker piece anticipated a double chest

It makes good sense to divide one large chest for use by two people. Double chests, like the recent design opposite by Herman DeVries, are not new. Witness Shaker chest above from the Index of American Design.

THREE PHOTOGRAPHS BY WILLIAM HOWLAND



A crudely whittled seat prophesied a new chair

No nation's design springs into full flower overnight. Each generation makes traditional forms a little better. Example: George Nakashima's captain's chair, far right, Knoll Assoc. Antique chair, Helena Penrose.



Old prophecies (continued)





Exposed construction is used as a decorative feature

The Southwest Mission craftsman who made the chest, above, frankly revealed joining of horizontal members with vertical. Modern designer Abel Sorensen made decorative "inlays" in his table by allowing birch leg supports to come through mahogany top (see sketch). Chest is from the Index of American Design. Table from Knoll Associates.

Whenever similarity exists between these pairs of old and new designs, it is not the result of copying. It is a coincidence which occurs because contemporary American designers are inspired by the same values and have the same objectives as their early predecessors

TWO PHOTOGRAPHS BY WILLIAM HOWLAND



The parlor chair inspired simplified curves

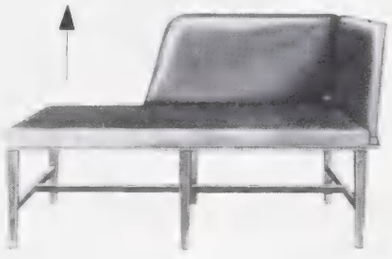


Even our periods of lush design have produced some prophecies. See how the graceful back of this chair from the Museum of the City of New York is reflected in Harold Schwartz's chairs at far right. The Romweber Company.



OGRAPH BY MAYNARD PARKER

A stiff settee is today a comfortable couch



It takes many people working in the same direction over a long period to produce a mature design. The eighteenth-century settee from the Index of American Design, right, was a good idea. But how much more inviting is the modern couch above designed by Van Keppel and Green.

PHOTOGRAPH BY EZRA STOLLER: PICTOR





Utility baskets are designed for modern needs

We no longer raise bread in baskets such as the one above found in Amana, Iowa, by researchers for the Index of American Design. But the same type of basketry is still produced in shapes that fill the needs of our American Style of outdoor living.

Old prophecies (continued)



PHOTOGRAPH BY EZRA STOLLER © PICTOR



Shaker ladder-back promised modern, clean lines

The Shakers believed in comfort, but frowned on ostentatious luxury. The comfort of their famous rocker was vouched for by the thousands sold by mail. Its slender lines forecast the slim, light look of modern chairs like this one by T. H. Robsjohn-Gibbings.

Need was the motive that prompted early American designers and guided the form of their work. Need is still the motive which inspires the contemporary American Style. Designers today produce conveniences like wardrobe, right, because so many people have inadequate closet space

The Shaker cupboard predicted today's new wardrobe

Inspired by their conviction that order was heaven's first law, the Shakers invented hundreds of ways to meet specific storage needs. Style is again directed by need in Robsjohn-Gibbings' wardrobe for The Widdicomb Furniture Co. that will help solve closet shortage.

SHAKER PHOTOGRAPHS BY NEW YORK TIMES STUDIO





PHOTOGRAPHS BY WILLIAM HOWLAND

FOR SOURCES OF FURNITURE AND ACCESSORIES SHOWN ON THESE SIX PAGES, TURN TO PAGE 220



You can see reproductions of this room at Lord & Taylor and Bloomingdale's, in New York City.



Given First Honor Award for 1950
by the American Institute of Architects
in its annual Honor Awards Competition

by Mary Roche

FIRST house of the year



This house won top honors because:

It shows that a good house can be built for less than $10,000.

It has complete privacy, even though 75% of the walls are glass, and even when built on a 50′ x 100′ lot—thanks to the proper use of fences.

It uses "optical illusion" to make 1,000 square feet look and feel like 1,500 or more.

It proves that even a small house can use Climate Control principles.

It has an indigenous American look.

Architect: **A. Quincy Jones, Jr.**
Landscaping: **Sessions Nursery Co.**
Furnished especially for House Beautiful
by the **Burnett Furniture Company, San Diego.**

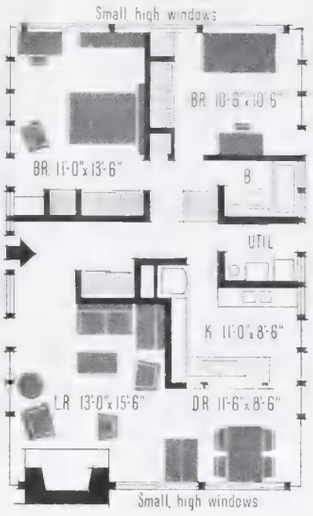


Optical illusions created by intelligent design give this small house a feeling of space far in excess of its actual dimensions. See how the living room seems to extend through glass wall to fence beyond terrace. Other side of room (see opposite page) opens into dining area which is *visually* a part of living room, but so neatly defined you feel you are eating in a separate room. Fireplace wall adds to feeling of space by use of glass above brick.



FIRST house of the year

(continued)



When you walk through the house, it is difficult to realize that the enclosed space is based on a conventional rectangular plan, which is one secret of its low cost. To see how this plan may be adapted to other sites, turn to page 232.

It was the American Institute of Architects, not HOUSE BEAUTIFUL, that singled out this house for top honors. But we couldn't be in more whole-hearted agreement. For it proves that the ideas we constantly crusade for—privacy, Climate Control, and the warm, welcoming look of the American Style—are not matters of money, but of sound planning and sensitive design.

The architect's aim was to plan a house which a contractor could build for people who already owned a lot, but who could not afford the higher costs of a house designed especially for them. The one you see in the photographs is a model house built by Vistendahl, Inc. at 2548 El Cajon Boulevard, San Diego. It can be duplicated on any lot in San Diego County for $9,450, plus the cost of the fences which would vary according to the site. The plans have been approved by the San Diego office of the F.H.A. and also by mortgage companies for conventional loans.

Another demonstration model of the house is now being built by Associated Building Contractors of Southern California, Inc. in the Los Angeles area, where it is expected that the price will be about $300 higher.

In other localities, of course, the cost would vary. In colder climates you would want to use insulating glass in the large window areas, plus more insulation (*Continued on next page*)



This house has no fancy, stylized doorway to impress passers-by, but the graceful trellis plays a more important, dual role. It leads the way naturally from garage to house, and it also forms an attractive background for the living-room terrace at the right.

PHOTOGRAPHS BY MAYNARD PARKER



The master bedroom with its completely enclosed garden is a truly secluded retreat and seems larger than it is because south wall is entirely of glass. Notice small high windows on west wall for good ventilation. Bedspread is neither a quilt nor an imitation, but an inexpensive jacquard weave with quilt-type pattern which is copied in handmade felt "pincushion" on wall.

A duplicate of this house is nearing completion at 268 Kenneth Road, Glendale, California. It will be open for inspection October 15. Interiors will also be reproduced at Jackson Furniture Co. in Oakland.

FIRST house of the year

(continued)

and a more powerful heating system than the unit of 55,000 b.t.u. capacity which is sufficient for the balmy weather of San Diego. For the New York City area, for instance, we obtained an estimate of $15,000 which would include radiant floor heating and insulating glass throughout. This estimate is based on the prices prevailing in June, 1950. For warm, humid climates, much of the fixed glass should be made as moving sash—which would again change costs.

But look what you get for your money: The floor space measures exactly 1,000 square feet, which means that the house would be acceptable in many restricted neighborhoods where smaller houses are taboo. There are 8,500 cubic feet of enclosed area. But wait! The happy combination of large glass areas (totaling approximately 75% of the exterior walls), with the carefully placed fences, more than double the living space that is actually usable in mild weather—even on a minimum lot of 50 by 100 feet. More important, the glass and the fences double the feeling of spaciousness *in all kinds of weather*, since the rooms *seem* to extend beyond the glass walls all the way to the fences.

Study the site plans on page 232, and you will see that, as far as privacy is concerned, the living-room can face the street or the side of the lot, so there would be no need to turn the house to a disadvantageous direction. It is the fences, again, and also the relationship of the garage to the house that made this plan adaptable to any but a north-front lot. Since orientation is the first fundamental of Climate Control, this house is qualified for many climates more difficult to cope with than that of Southern California. Since the roof has a wide overhang on all four sides, sun control is assured for climates where summer shading is needed. In addition, the high windows at each end of the house could insure good ventilation in hot, muggy climates by providing an escape for the hot stagnant air near the ceiling.

When this house won the A.I.A. award, we made arrangements with Burnett's of San Diego to equip it with furnishings which would represent as good a value as the house itself. The cost of the furniture selected from Manuel Martin's "California House" group, for the three main rooms shown here, total less than $1,000, excluding box spring and mattress. The wood is hardy Philippine mahogany in a light "wheat" finish. The upholstery is covered with cotton denim.

Fabrics and floor coverings are practical materials, too, and all at reasonable prices. Only the decorative accessories are outside of the low-cost range. Most of these are the work of contemporary American craftsmen and reflect the distinction which hand-crafted products lend to even the simplest, most practical interiors.

An architectural historian, surveying pre-Civil War American houses, has pointed out that there were in those days "big and small houses, yes; but rich and poor houses never." Because this house is a small house, with all the good-living advantages of a "rich" house, it is most expressive of the American tradition and the emerging American Style. For instance, what luxury to have every room in the house open onto its own private garden!

The arrangement of the kitchen is a pertinent example of the typically American concern for the welfare of those who do the work. Not only is it uncommonly light, airy, and convenient, but it allows whoever is cooking dinner to keep in close touch with the rest of the party. And eating outdoors is just as easy as eating in, since the stove is no farther from the terrace than it is from the dining room.

This is a house designed for (*Continued on page* 230)

PHOTOGRAPH BY ROBERT CLEVELAND



You can drive by this house, which is built on a corner lot in a closely built residential section, and not even notice it! It is neither the pretentious type that shouts: "Look at me," nor the bizarre type that sticks out on the landscape like the proverbial sore thumb.



TWO PHOTOGRAPHS BY ROBERT CLEVELAND

You can see from this small-scale model how living space seems to overflow the walls and spill out to terraces. Real boundary of each room is fence beyond glass wall. Terrace at lower right of photograph is at back of house.



This house has no "façade," since you can't get any view of front exterior that is not broken up by fences. More important is its integration with fences and site. See how garage and extensions of house walls create bedroom garden.

The fences are the key...

. . . to the privacy, the Climate Control, and the sense of spaciousness that make this small house rich in living value



Demonstration house has three kinds of fences to show different types available. On a permanent site this one would make background for planting. Columns are open recesses on other side. (See top. right.) $3.25, linear ft.

THREE PHOTOGRAPHS BY MAYNARD PARKER



The three-dimensional quality of this closed-louver fence makes an enclosed area seem bigger than it it were fenced with flat boards. In a muggier climate louvers might be left open to admit breeze. $3.50, linear foot.



Drying yard is screened from dining terrace by open fence that stops the eye without seeming to wall you in. $3.25, linear foot. This area has direct access to utility room, children's room; doubles as children's play yard.

FIRST house of the year



Although the kitchen is open to the living-dining room, guests' view is cut off by high serving counter. Working at this Thermador stove, you are within conversational range of the party, but no one can see what you are doing. Ceiling ventilator carries off cooking odors.

To get even a glimpse of the kitchen sink from the dining area, you have to climb up above average eye level as our photographer did. Walls and doors are fir plywood with same finish as living room. Note luxury of window wall, practical only because of fences outside.

PHOTOGRAPHS BY MAYNARD PARKER

The Playhouse

A New Kind of House, Born of our Times

by Jean Murray Bangs

Several new types of living have appeared on the American scene during the last couple of decades. One of the most spectacular of these is producing a brand-new kind of environment: a luxurious small house whose main purpose is to simplify life almost entirely, instead of complicating it—a small house with no relation to the small houses we have known in the past.

Usually this new type of house places great emphasis on entertaining, so it is especially equipped to handle large parties of 50 or 60 people, even though it may of such houses has been limited to a small, affluent have only one or two bedrooms. Up to now, ownership group. But the influence of this new house type is being widely felt, for it is being copied. You might say that it is to the house field what sport clothes are to the apparel field. For the playhouse lets you feel easy and relaxed, as opposed to stiff, formal, and dressy.

This newcomer to our numerous ways of American living might be called, very properly, a playhouse. For its chief purpose is ease of living—to have the house pamper the owner, instead of the owner pampering the house. It is usually small, though it has no relation to the small house as we have known it before. For it is designed for people who are leading different lives, with new values and with a kind of casual manners that is typically American.

The playhouse is as luxurious as can be imagined—as luxurious as our American inventive genius can produce, which is considerable. It is really a little house with big rooms. Actually, the playhouse is a variant, or more correctly, an offshoot of the big house, which at one time provided the only means for truly luxurious living and a gay life. This new playhouse has not developed out of our middle-class concept of home. It is not a house where the chief emphasis is on the rearing of children as in "The Station Wagon Way of Life." (See HOUSE BEAUTIFUL for June 1950.) It has sprung from the owners' wish to enjoy themselves and to be surrounded by the ultimate in ease, convenience, glamour, and trouble-free housekeeping, without any of the burdens of keeping a large domestic staff and its resultant heavy overhead. It combines luxury with freedom from housekeeping responsibility.

Such houses always start with an important natural site. The most favored sites are those which have either a magnificent view or complete seclusion, or both. Because of their privacy and considerable natural beauty, they give a feeling of being apart from the everyday, work-a-day world.

They use many of the elements that the old big houses used: marble baths, sunken tubs, mirror-lined dressing rooms, the finest wood finishes, custom furniture. But they have other things the big house didn't have: fantastically complete mechanized kitchens (since the owner may do the cooking at least some of the time): beautiful, flowing inter-relation of indoors and outdoors through glass walls, heated swimming pools, and well-furnished pool houses: gardens and terraces designed to be lived in, like rooms, rather than walked through occasionally as in the old European formula: glamorous built-in lighting indoors and in the garden: built-in sound systems for radio and records that stress high fidelity tone reproduction: built-in movie projectors and built-in screens. *(Continued on next page)*

The Playhouse may not be the house type you build. But it is sure to influence your ideas of what is good and beautiful. See how a fine playhouse looks and works on next 13 pages

The Playhouse

-A New Kind of Luxury

(continued)

THIS IS AMERICAN STYLE

Above all, these houses stress an atmosphere of glamour and they give the occupants a sense of luxurious ease.

There are two variations on the playhouse. One is for the people who crave luxury only, not luxury *and* fun. These do not have notable facilities for play. The desirability of this kind of house lies in the fact that it almost does away with the need for servants. Things can be kept running by someone coming in for a few hours a day.

The other variant of the luxurious small house is for people who do not care to keep up a large house after their children have grown up and moved away. In this house, too, the emphasis is on ease of living, rather than on play. The ample means and mental maturity of the people building such houses often results in great dignity and charm.

One thing about all three versions of the playhouse is remarkable: None of them imitates forms taken from the rustic shelters of the hunter or backwoodsman, as many of our resort houses do. Neither do they imitate "period" forms. Their form and decoration is pure Twentieth Century—with much emphasis on harnessing every device that is capable of producing luxury and glamour.

The Twentieth Century has indeed brought us many glamour-making devices. The professional designers serving leisure-minded clients are vying with each other to produce ever-more magical effects. They are discovering that a magical atmosphere is produced by architectural lighting effects. Large areas of low light intensity (like a glass ceiling illuminated from above), indirect cove lights, spot lighting of important areas, the use of outdoor garden lighting, which can produce the effect of moonlight in a room are highly effective mood- (*Continued on page* 232)

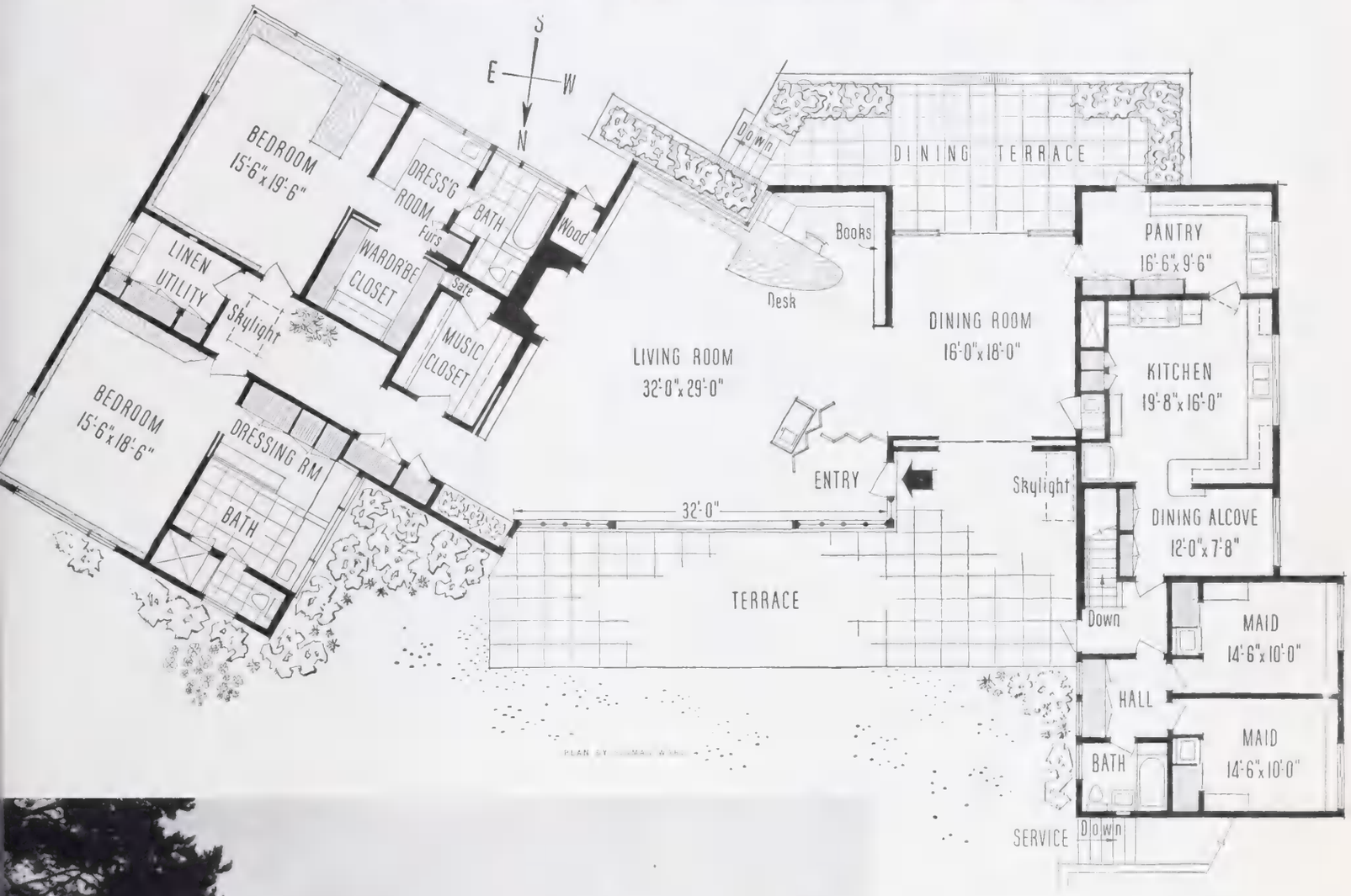




A controlled environment that pampers the owners by eliminating all the discomforts of variable weather is a fundamental of twentieth-century luxury. Deep overhangs on the south side of this house shade both indoor and outdoor areas in summer. On the north side, overhangs are even deeper to shield rooms from sky glare which comes not from sun but from sky diffusion, greater on north than on south. The sliding glass walls are mechanized to move electrically at the mere flip of a switch.

Greatest imaginable luxury—so understated it doesn't proclaim itself

Only by studying the plan can you get an adequate conception of the true luxury offered by this unpretentious-looking house. Its non-conformist shape shows what happens when houses are designed to accommodate a way of living rather than a stylistic pattern. Bedroom wing has two luxurious suites, each with bath-and-dressing areas as large as most people's bedrooms. Note reappearance of old-fashioned linen room containing a sink and counter, and ironing board for clothes-pressing, plus linen shelves. Music closet houses a record and radio system wired to whole house.





PHOTOGRAPHS BY MAYNARD PARKER

So characteristic of the American Style are the long low lines of this deceptively simple house! Its lack of ostentation tells you it was designed strictly for owners' comfort, not to impress the public. Hidden from street, glass areas don't spoil privacy.

Henry L. Eggers
Architect

T. H. Robsjohn-Gibbings
Interior and Furniture Designer

Edward Huntsman-Trout
Landscape Architect

Frank S. Hodge
General Contractor

The Playhouse -A New Kind of Luxury (continued)



A new kind of glamour for dining

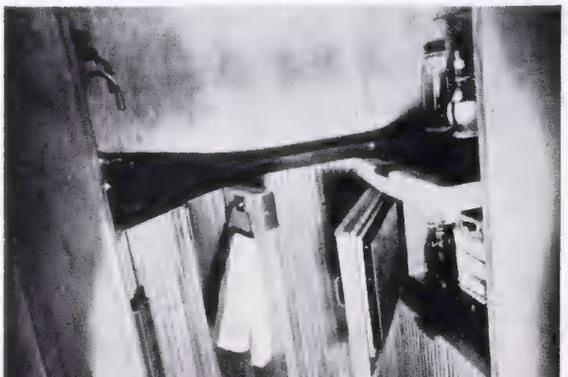
Out-of-sight manipulation of sound, light, and heat create an atmosphere of luxury and glamour. The easy-to-clean floor (of Virginia greenstone) has chill removed by radiant-panel heat, and body-heat loss to windows is prevented by hot air delivered from slot in ceiling over all glass openings. Footsteps are muffled by acoustical plaster on ceiling. Doors to kitchen (left) and bar (right) are almost invisible when closed. (See opposite.)



PHOTOGRAPHS BY MAYNARD PARKER

Conveniences are neatly concealed

Even an enclosed working area, like bar in dining room, has the finest cabinetwork, with refrigerator and bar-sink sleekly built in. Cabinets have full-length piano hinges guaranteeing perfect operation. Lighted ceiling is example of combining glamour and utility.



See how the paneled wall frames and dramatizes the handsome overscale buffet. This kind of integration is the happy consequence of close collaboration between architect and decorator. All the woodwork and furniture throughout house are of carefully chosen, bleached walnut. This house abounds in exquisite architectural cabinetwork, so well designed and executed that you hardly notice the "hidden" doors on either side of the buffet. (See above left.)



The Playhouse -A New Kind of Luxury



PHOTOGRAPHS BY MAYNARD PARKER

Three rooms

are merged in one big room

The new luxury is the feeling of spaciousness achieved by combining what used to be a series of rooms into one expansive area. It is also achieved by a close relationship with the outdoors, so interior space seems to flow on out to the garden, as it does here. Another luxury: to enjoy movies in your own living room! Projector and reels are housed in cane-paneled cabinet at left; screen rolls down from ceiling over fireplace below.

This magnificently equipped corner is a room within a room. Behind the huge built-in desk with inset globe are cabinets containing recessed roller maps which pull up, hook to ceiling. Note nice woodwork detail of bookshelves, and how cove lighting throws light on the books.



The optical illusion of rooms within a room is created by carrying the wall paneling across the ceiling as a canopy over the conversation areas. This defines the room without using a solid wall. It marks off the "sitting room" from the study and from traffic areas.



Understatement—

the new American elegance

A choice of symphonies at your finger tips, a sofa for afternoon naps, an easy chair with a wonderful view—all these go to show how a bedroom can pamper you, even though it looks as unpretentious as this one. Here again the paneling is carried across the ceiling to create a canopy for the bed and mark off the sleeping area. Its beautifully mitered corners are typical of the fine wood detail everywhere. Framed square in wall at left of bed is loud speaker for music system, controlled by dial in nightstand. (See close-up on opposite page.)



The Playhouse

-A New Kind of Luxury

(continued)



A dressing room that pampers its owner

You can bathe and dress completely without once moving out of this marble-lined room. Drawers for shirts, linen, socks, ties, and shoes are all within reach of one spot. So is the soiled-linen hamper. Round shaving mirror, set flush, is framed with fluorescent light. There is electric heat as well as warm air. Around the corner from partition at right is a bath with built-in rubbing table, and a shower stall with a marble seat.



Built-in sound, controlled from any room

The whole house is wired for sound. Almost every room has a control dial like this one in the bedside cabinet of the master bedroom. This built-in piece is planned to keep within reach everything you might want by your bed.



In the soundproof music closet you can try out all the new records without disturbing anyone else in the house. Shelves store hundreds of records. This room also houses all machinery for radio receiving and the record player.



From a portable wooden box like a cigarette box, you can dial your favorite A.M. or F.M. radio station or the phonograph. Buttons regulate volume or pitch, turn room speaker or whole system on or off. Box is shown here on arm of sofa.

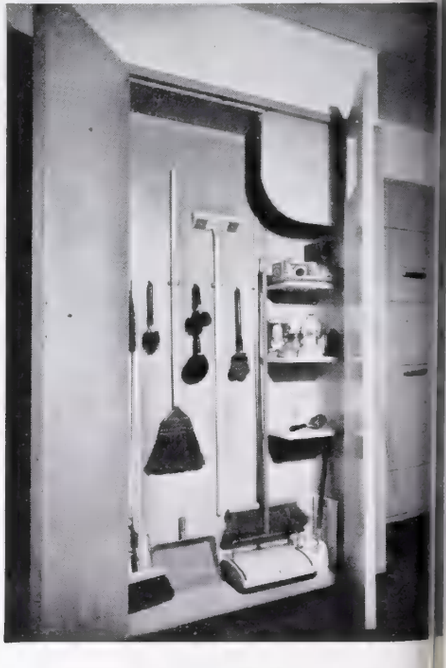
Fine cabinetwork in kitchen

In a truly luxurious house, fine woods and workmanship do not stop short of the kitchen. Here, all walls and cabinets are birch plywood with rubbed lacquer finish. Tambour doors, unlike swinging doors, may be left open while kitchen is in use. Lower cabinets are raised 12 inches from floor to eliminate stooping. Carefree surfaces include plastic counter tops, marine-deck floor covering. Ceiling of acoustical tile absorbs the clatter.

Storage space planned for specific uses



In a double cupboard reserved for pots and pans, all shelves may be adjusted according to height of utensil. Drawers below are for shallow baking pans.



All cleaning tools and materials are kept in perfect order in a special cupboard. Music from sound system comes from loud speaker through door cut-out.

Precise details account for both looks and operation



Even the hood, installed over the stove to carry away cooking odors, is nicely designed, finely executed. Cupboard doors have full-length piano hinges, usually reserved for very fine furniture.



In the pantry, the two long upper drawers at the left store tablecloths without folding. At the right is a long, tall china cabinet that is just deep enough for the largest-size dinner plate.

The Playhouse -A New Kind of Luxury

(continued)

ing room, half-
d pattern. The
pears to be the
a sliding door
rivate bedroom
fireplace wall.
l at the left.



Even the refrigerator has wood-paneled doors



Probably the zenith of luxury in this luxurious house is the refrigerator, recessed in the wall, and concealed by flush doors of lacquered birch plywood.



TO FIND OUT WHAT KIND OF MATERIALS AND EQUIPMENT WERE USED IN THIS HOUSE, TURN TO PAGE 235

Aesthetic perfection in every detail

Fine cabinetwork in kitch

In a truly luxurious house, fine wo and workmanship do not stop short of kitchen. Here, all walls and cabi are birch plywood with rubbed lacq finish. Tambour doors, unlike swing doors, may be left open while kitche in use. Lower cabinets are raised inches from floor to eliminate stoopi Carefree surfaces include plastic coun tops, marine-deck floor covering. Ceil of acoustical tile absorbs the clatt

and quarter-rounds make the delightful ern of hallway. Part of the door at end of hes into pattern so that you are hardly ere. A modern glamour stunt is translu- the ceiling which produces the effect of ersea light. In daytime, sunlight pours down from skylight above. At night, light is artificial.

Storage spa



Here you can see the finesse with which the molding design on the walls of the hall above is executed. Half-rounds are used on the side wall and ceiling; quarter-rounds are used in cornices—all mitered at joints. Walls and ceiling are covered with grass cloth.

A New Kind of Luxury

(continued)

True luxury demands aesthetics as well as performance. While this house rates high in creature comforts, its real distinction lies in the aesthetic perfection of every detail, thanks to the fact that architect and interior designer worked out their ideas together from the very start. You can see the effect again and again in the lyrical use of wood and in the harmony of scale between house and furnishings. One of the most delightful, though subtle, results is the recurring motif of the molding: rounds, half-rounds and quarter-rounds which occur again and again in both house and furniture. Study the many variations of this theme here.





ALL PHOTOGRAPHS BY MAYNARD PARKER

One recurring theme in different variations

In the recess at the corner of the living room, half-rounds are used to form an over-scaled pattern. The same design is carried over to what appears to be the adjoining wall. It is *not* a wall, but a sliding door that closes off main living areas from private bedroom wing. When open, it disappears into fireplace wall. See larger half-rounds in glass wall at the left.



The furniture shows other variations

When you can afford custom-designed, custom-made furniture, and your architect and interior designer work together from the start, you can have one decorative theme carried throughout the house and furnishings. Here, the half-rounds of the wall moldings become full-rounds on the legs and stretchers of chairs. Bamboo legs of table are another variation.



Filtered light is one secret of a magical atmosphere. Here it is created by inserting panels of grass cloth between the double glass panes of the window wall—a device which also takes the place of draperies.

The Playhouse

-A New Kind of Luxury

(continued)

How luxurious can you be?

● It is not often that you find a house as luxurious on so many counts as this one. Some are luxuries of performance, others of æsthetics. So that you won't miss any of them, we have listed them all below:

● You can have a controlled climate.

● You can have a glamorous setting created by engineered lighting.

● Your furniture can be custom-designed. custom-made.

● You can be pampered by built-ins and storage facilities highly organized to meet your individual needs.

● You can have two outdoor terraces for opposite weather conditions.

● Accoustical ceilings can muffle footsteps and the clatter in your kitchen.

● You can enjoy the lyrical use of wood for aesthetic effect.

● You can have a built-in sound system for radio and records with controls in every room.

● Your floors and counter tops can be surfaced with carefree materials produced by modern technology.

● You can have precisely calculated roof overhangs to control sun and sky glare.

● Every room in your house can have perfect ventilation.

● You can have aesthetic perfection of every detail both architectural and decorative.

● You can have a dual heating system with low radiant heat to take the chill off floors and warm air to prevent heat loss to the windows.

● You can have a built-in moving-picture projection system.

● Your house can be efficiently equipped for easy housekeeping.

● Your furnishings can harmonize with your architecture to compose a complete house design.

● You can have sliding glass walls mechanized to open at the flip of an electric switch.





The American passion for efficiency

It's American to pamper our women — to lighten their work load and reduce their drudgery. Here's a new line of kitchen cabinets that pamper through efficiency





by Charlotte Conway

A complete baking unit, left, has 33" high maple work surface, deep drawers for rolling pin, sifter, etc., files for tins, shallow shelf for seasonings. Pull-out drawer, above, has removable stainless steel liner for waste paper. Continuous shelf under sink is sized for packages of soaps, detergents. Upper cabinet is designed for salad fixings. Even the door has shelves for seasonings, and a clamp for salad bowl.

The American passion for efficiency (continued)



The beverage center houses everything needed for mixing drinks. An assortment of glasses is ready behind sliding doors of the wall section. Mixes have their own compartment in the base. The main ingredients on the work surface can be concealed by rolling down tambour door. All doors can be fitted with locks.

This kitchen has four new improvements that you've probably never seen in a kitchen before: (1) It uses the space between the base cabinets and the hanging cabinets. (2) All doors are sliding, either sidewise or up and down. (3) Three different heights (for base cabinets) are provided for different work uses. (4) You can sit down and work at these cabinets, thanks to knee room.

Small changes, all of these. But most kitchens are pretty good these days, so improvements are very likely to be refinements. But if you care about efficiency, as Americans do passionately, these refinements matter. These little things make a big difference if you count steps, or have backaches because counters are the wrong height, or get tired on your feet from continuous standing. You (*Continued on page* 205)

ALL PHOTOGRAPHS BY WILLIAM HOWLAND



Pots-and-pans cupboard handily near range may be used with sliding doors, as here, or without, as on page 167. It is lined with aluminum, mounted on plywood, and perforated to hold screw hooks for pots and pans, strainers, spatulas, etc., in clear sight and easy reach.

The sandwich unit has wood top, slotted at the back for knives, and made with a removable stainless steel basket insert for crusts and crumbs. Bread drawer beneath is of stainless steel. Shelves above hold spreads. Pull-out vegetable bin has ventilated stainless steel shelves.





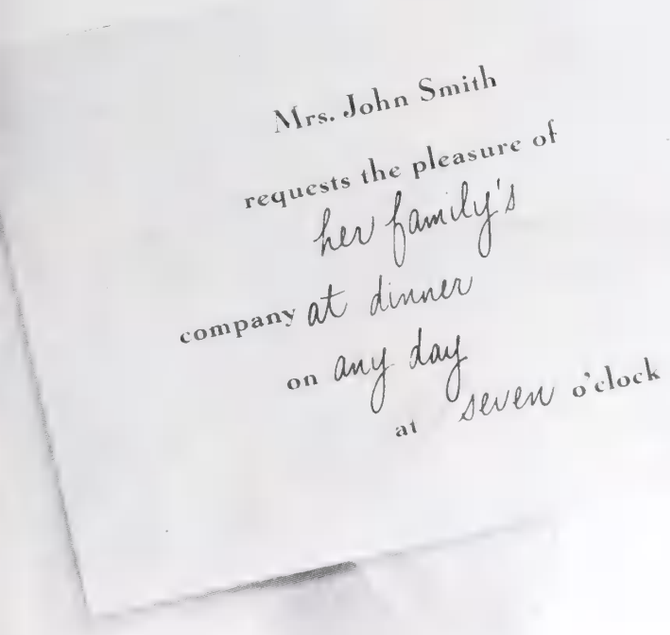
Not just for company!

Do you eat better when company comes than when you're "en famille"? Do you suffer for a week after a party, using-up the leftovers? It needn't be so. Mrs. Stanton gives you her secret



by Virginia Stanton

GRAPH BY MAYNARD PARKER



A setting of Dick Knox leaf plates from Gump's with Reed & Barton "Dancing Flowers" sterling exalts a leftover supper into a family feast, enhanced by candlelight and spicy Colorado carnations. Holders from V. C. Morris. Napkins, John Matouk & Co. Cupboard glass is Blenko. Ronson table lighter. Screen by Jean McComas. Home of Mr. & Mrs. Thomas Bunn, Pebble Beach, Calif.

"Gee, darling, that was a fun party you ran up last night," says Bob lifting an eyelash to a bright Saturday morning. "But what in the world happened to the Brown house party?"

"Well, they telephoned at six o'clock saying they'd missed their plane and wouldn't be in until today."

"That's a fine kettle of fish. By the way—speaking of fish—what in the world shall we do with all the food left from the party?"

"Think nothing of it, dear. We'll have it all week end, and I won't have to cook."

"Oh me," groaned Bob, sinking back into a coma.

I knew what was running through his mind: leftovers—cold fish with cucumbers, cold grilled chicken, warmed-over spaghetti. Up until two years ago, that's just what we would have had. But two years ago, my whole viewpoint changed, and this is why.

We were having an open house during the Christmas holidays, and I was in the kitchen getting out the big turkey to serve. There it was—beautifully browned and steaming hot—when my daughter Susie came through the kitchen.

"Oh Mother, a turkey! May we have a curry if the guests don't eat it all?" asked Susie breathlessly. She *would* be asking me riddles at a time like this!

"Oh, darling I don't know (*Continued on page* 193)

To have a green winter garden

FERTILIZE TWICE THIS FALL



PHOTOGRAPH BY MAYNARD PARKER

Thomas Church, Landscape Architect

Mr. and Mrs. John Bradley, Owners

by Dr. Joseph E. Howland
House Beautiful's Garden Editor

Better your living

HOUSE BEAUTIFUL'S
CLIMATE
CONTROL
PROJECT

with climate control

You have been reading in HOUSE BEAUTIFUL for the last twelve months, about how to manipulate your climate and take the sting out of your weather. Here's a new way to reduce the length of your winter. Do it optically. Keep the look of good weather, even though the thermometer says otherwise.

If you can keep the scene outside your windows green as long as possible, you take some of the curse off the winter. Certainly, the picture window and the glass wall make it almost imperative to keep the garden green all year.

Everybody knows that evergreen shrubs, which hold their rich summer-green all during the winter, are the plantings to use for a green winter effect. But how to hold back the browning of winter that comes to your lawn is not so well known.

Experiments by HOUSE BEAUTIFUL indicate that lawns can be kept green all year, certainly as far north as Philadelphia and mid-Ohio, probably in the New York and Chicago (*Continued on page* 247)

REPORT ON THE

Climate Control Project

THIS MONTH Climate Control is one year old—in the pages of House Beautiful. A year ago 58 pages of the October House Beautiful introduced you to our research project, the aim of which was to make your life easier, by showing you how to improve your comfort.

Twelve months, 75,000 words, and 11,000 manhours later we can tell you that Climate Control has been joyfully received by House Beautiful readers. For you have understood what we have been trying to do for you.

You have caught the main idea: that a good house in Amarillo, Texas, cannot look like, or be built like, a good house in New Rochelle, New York. You have grasped the even harder-to-understand truth: that good houses on opposite sides of the street can't be identical-in-looks, and layout.

You readers are not the only ones to welcome Climate Control data. Every issue of the Technical Bulletin of the American Institute of Architects now carries the charted information of a different climate zone, prepared by our chief climatologist, Dr. Paul Siple. This data is the real backbone of our research project. So the working practitioners—architects and engineers—are getting the full scientific data that our research work has developed.

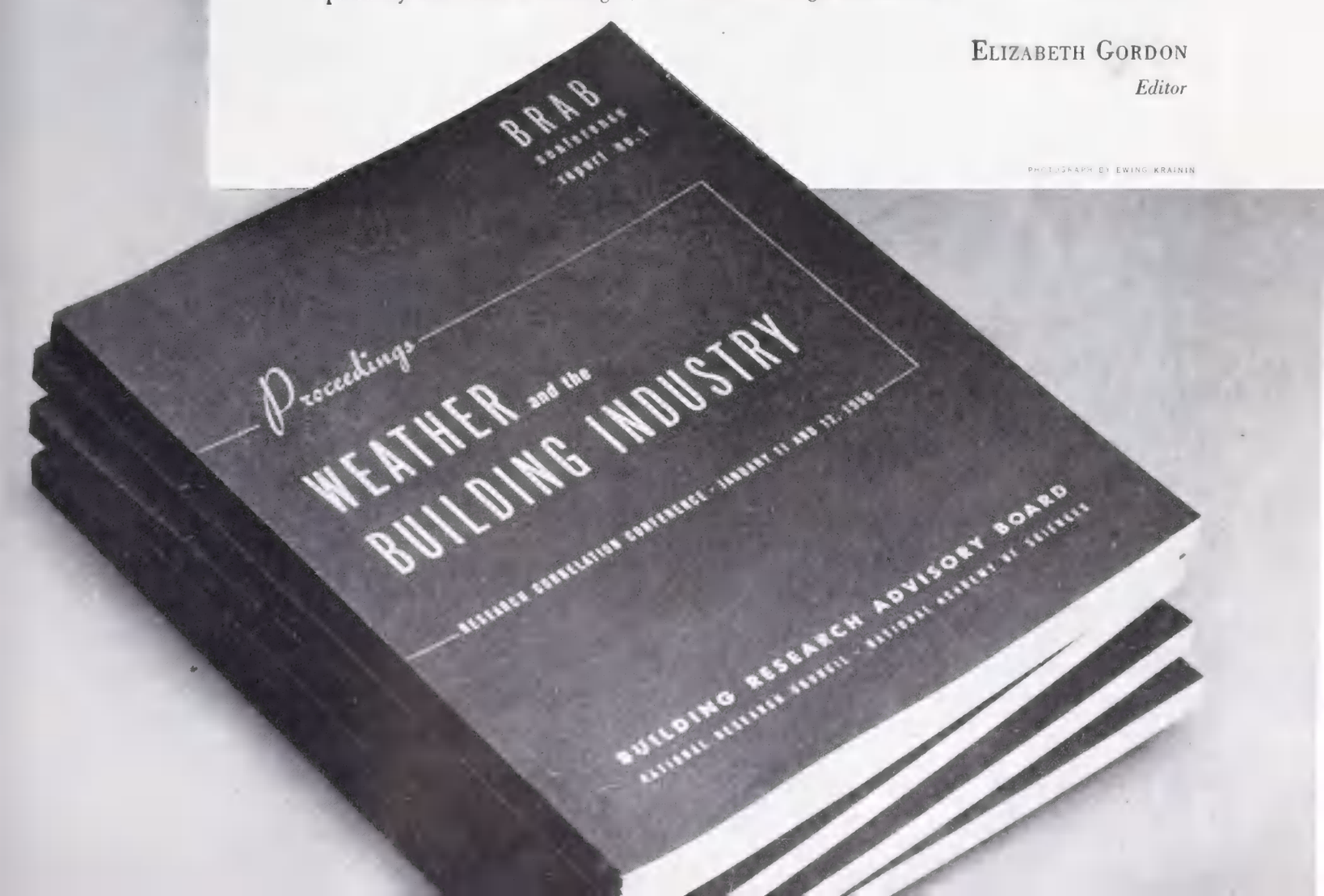
That's not all. Last January, 200 technicians and pure scientists in the building industry met for a two-day meeting at the National Research Council in Washington to consider how they could go on, each in his own field, with House Beautiful's pioneering research. Alert operative builders have also begun to incorporate Climate Control principles in their houses and in their subdivisions.

It is facts like these that prove House Beautiful has made a contribution on all levels of the home-building industry: to you, to architects, to engineers and to speculative builders.

We have always been dedicated to the belief that the truth shall make us free. That when everybody knows more we will have better houses. To that end, we are beginning to get somewhere.

ELIZABETH GORDON
Editor

PHOTOGRAPH BY EWING KRAININ





What IS Climate Control?

"Climate Control": what is it all about? Think of a greenhouse. It turns winter into summer—or something very like it. It makes unbearable hot weather bearable. It slows down wind, or creates a breeze when there isn't any. Well, that's Climate Control.

You know how sensitive a flower is, how it needs just the right light, the right warmth, the right humidity. You know how carefully a race-horse is housed, or a prize milk cow. You know how a dog or a cat is forever hunting for the one spot in the house that is "just right."

Well, people are even more sensitive. Feeling just a little too cool, a little too hot, really raises the dickens with body and soul.

Besides, what is expected of the human animal is so vastly more difficult than what is expected of a race-horse, a milk cow, a geranium! It involves so much more intricate functioning of the organism. A mother cares for and guides her children. A man sits in an office and designs a machine, or coins an advertising slogan, or talks another man around to his way of thinking. These things are difficult.

It doesn't help one bit if a cold draft creeps down your left shoulder while you are trying to do this, or you are sticky with perspiration, or a puff of breeze picks up papers from your desk, or throws a lamp over. One's performance in modern life depends a lot on working conditions. This has been shown by scientific experiments. It has been proved time and again also by hard-boiled, dollars and cents observations in factories and offices. When people are a little too warm or a little too cold, they just don't turn out the work, that's all.

You may say to yourself: "Don't be soft. What if it is a little hot? What if there is a little draft? Mind over matter, you know." But the personnel manager, the industrial engineer, the doctor, the teacher, the child psychologist—they all know that's nonsense. If you want the human animal to do his stuff, you've got to treat him right.

It takes awfully little to make a person uncomfortable. Small differences in the "indoor weather" make big difference in how you feel.

This is lucky. It is what makes Climate Control possible. It means that a small improvement in the indoor weather makes a big improvement in comfort. Climate Control can't change a Vermont climate into a Florida climate. But it can make the small changes that take the sting out of the Vermont winter, or the squeeze out of the Florida summer.

You can control the climate by the exact placing of your house. It makes a big difference whether the house is on a north slope or south slope, east slope or west slope, on top of a hill or in a valley. Which direction most of your windows face makes a difference. Vines, trees, hedges, windbreaks make the "spot climate" of your land different from the general climate of the locality. These simple devices, which most people use thoughtlessly, or not at all, can make your "spot climate" worse or better. They are the ABCs of Climate Control—for with them you can produce: wind control—for winter and summer, sun pockets—for spring and fall, west-wall shading—for hot weather.

You can control the climate with machinery and gadgets: furnaces and boilers, attic fans, de-humidifiers, air-conditioning devices and insulation. But it is not enough simply to install such machines in the house. The house should be designed to make the machines work well. For example, it is difficult and expensive to air-condition the hot upstairs rooms of a poorly-built house. It is easy and inexpensive to air-condition a basement room that tends to be naturally cool in the first place.

Take the opposite. In a room with cold, poorly insulated walls, the harder you heat the more drafts you get and the less comfortable you feel. The remedy is not more heat, but better insulation of the walls and different placing of radiators.

You see, Climate Control is really the art of using science to make yourself more comfortable. Most of the things you do in controlling climate are based on scientific knowledge. But, to combine these parts, so the right ones work together and interlock, is an art. We say "art" because, after the facts are in hand about a climate's needs and requirements, judgment (about how to use and interlock the possible cures) still has to be brought into play.

Strangely enough, this art has been badly neglected. The architectural profession too often, tends to think of aesthetics first and last, and so may forget about performance. Technical people are trained to be specialists in one type of product, and so are slow to think about how their product must integrate with the other products. The mechanically-minded have said, "with our machines we can make you a perfect climate." The nature boys have said, "give us wind, or sun, or trees, and we'll fix whatever is the matter with your climate."

The truth is: you need to use all of them, in whatever proper proportions are called for by your particular climate. Either sort of control, without the cooperation of the other, cannot do a *good enough* job except at great cost.

Climate Control will continue to be a monthly feature of House Beautiful, We will continue to try to bring you the best thinking plus the best knowledge of our times—so you may constantly step up your control of your environment, and so make your life easier.

How you can get the charts and technical data on Climate Control

Through the cooperation of the American Institute of Architects, technical reports on HOUSE BEAUTIFUL'S Climate Control Project are being published for the benefit of architects, contractors, manufacturers and home-owners. These reports analyze precipitation, temperature, wind velocity and direction, humidity, sunshine, etc. They are published for each region studied in the Climate Control Project, and are available concurrently with appearance of the general regional story in HOUSE BEAUTIFUL. Reports are now available on the following regions: Mid-Ohio, Metropolitan New York and New Jersey, Southern Florida, Southwestern Desert, Missouri River Valley, Gulf Coast. Price: 50c each from Administrator, HOUSE BEAUTIFUL'S Climate Control Project, 572 Madison Ave., New York 22, N. Y.

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There are only

DEVICES

you can manipulate to get climate control

THE LIST is delightfully short. The whole trick lies in knowing how much or how little, how thick or how thin, how wide or how long, how deep or how many. For Climate Control is entirely a matter of degree. And every climate in the United States experiences some of the weather (even though briefly) of every other part.

windows

What direction should they face to get (or not get) sun and wind?
Should they be high or low on the wall, or full height?
Should they all open, or can some be fixed?
Should they be insulated with storm sash or insulating glass?
Will they need to be covered with draperies for warmth at night?
Do they need to be equipped with overhangs, side fins or flexible louvers to keep out sun and sky glare when it is not wanted?

insulation

How much is needed in my climate?
How thick should it be?
How many places should it be used?
Which type (mass or reflective) do I need?
Does my climate need combinations of both types?
Do my windows need to be insulated and weatherstripped?
How many layers of air wash should I have between layers of insulation?

shade makers

overhangs,
fins and louvers,
awnings,
trees, vines

What are they to shade...walls or windows, or both?
Which type does the shading most adequately—at different times of the year—of the day?
Can flexible louvers do a better job?
Are trellises with vines a better answer?
How early and how late in the day will they work?
Which of the numerous kinds of jobs would these different shade-makers do best—and on which side of the house?

ventilation

—to have it or not to have it —natural and forced

How much of a breeze can be created by a chimney effect during the whole day?
How much can I create by attic fans, by window fans?
How much can I create by clerestory windows at the ceiling, to take away the heat that collects up there?
How much night coolness can be captured by an intake close to the ground?
What percentage of the windows should open—in my climate?
Should my attic be sealed or ventilated?
Should the basement be closed or ventilated?
Should I be able to open up the house enough in the "dog days" so the rooms can turn into porches?
Should I keep wind off some outdoor living area so I could extend the season for outdoor living?

radiation control

tall trees
reflective roofs
airwash in attic
porches
evaporative roofs
sun pockets

Is summer discomfort in my climate due chiefly to high sun radiation or to high humidity? (Some places have both.)
Should I use a white roof or a reflective metal roof?
Should the walls be white or light-colored?
Should I surround the house with cool lawn or can I "get away with" paved terraces up close to the house?
Do I need shaded walls enough to have porches or awnings, even at the cost of less light indoors?
Can I keep the sun off the west wall by some device distant from the house (such as vertical louvers)?
Would it be better to have an evaporative roof in the summer time, so it could be dark-colored (and dry) for the heat value it would have in spring and fall?

basements

Can I use a partially underground room to escape the worst of weather above ground?
Is my ground temperature cool enough in summer to offer a cool retreat?
Is my summer time humidity so high I get condensation on the walls of a sunken living room, so I had better install a dehumidifier?
Is my basement the naturally warmest room in the house in winter time, so I had better make it a livable living room instead of a dark hole in the ground?

heating and cooling plants

Is it responsive enough to be combined with solar heating?
Is it adequate to heat the house at night and on cloudy or windy days in your coldest weather?
Does my climate require the steady heat of radiation or the quick off-and-on of forced warm air?
Is my hot weather long or intense enough to require full summer air conditioning?
Is there some special room that would be more useful with a room-air conditioner?

We don't talk sense —about our own comfort

WE CONFUSE OURSELVES with loose language. We say: "I am hot," "I am cold." But you are not. You are very much the same temperature summer or winter, and you have to be. If your temperature went up only a few degrees, you would die of heat prostration. If your insides were cooled a few degrees, you would die of "exposure." That's just it. In order to keep itself from getting hot, the body must work hard in summer. It sends the blood out to the surface of the body so that you are red-faced and your fingers swell up. This is a strain on the heart. Also, in order to keep yourself cool, you sweat. This is what we really mean by: "I am hot." We mean: "My body is under great strain to keep itself cool." The same in winter, only the other way 'round. "I am cold," means: "My body is making fancy adjustments to conserve its heat." The blood stays out of the feet, the ear, the nose, the fingers, which therefore become cold. You shiver. It is only an involuntary way of making your body produce more heat—a form of exercise.

Half the time you don't know what ails you. When you are hot, you may be hot for three different reasons: hot air, humid air, not enough wind. The thermometer shows only one of them.

When you are cold, you may be cold for one or all of *three* reasons: cold air, cold walls, drafts. Again, the thermometer shows only air temperature.

THE 3 SIMPLE CLIMATE IDEAS

Most people should know them—but few people do

A. The hot side of the house in summer is the west side.

B. Most summer discomfort comes not from hot air, but from the heated-up walls and ceilings of the building. Much winter discomfort likewise comes from cold walls, cold window panes.

C. Big windows are not wasteful even in cold climates. A window facing south will, in virtually every American climate, trap more sun-heat in winter than it lets out furnace heat. The bigger the windows, the more important it is that the heating plant be geared to the windows. The heat must go off fast when the sun comes out. It must come on fast again when the sun goes under a cloud, or when night comes. And you must have draperies to draw over the glass at night—or you'll cancel out your heat gain of the daytime. Solar windows are not practical unless your cold season is around 60% sunny. There are a few areas in the U. S. where you don't get that much sun.

Twelve important comfort facts in ANY climate

1. The temperature of the walls, floor and ceiling of a room is every bit as important as the temperature of the air.
2. Outdoor living is possible for a lot more of the year than most people realize. Very simple devices—like windbreaks, sun pockets, shade makers—can make marginal outdoor weather habitable.
3. An overhanging roof on the south side of the house shades south windows in summer, lets in sun in winter.
4. The underground is cool in summer, warm in winter. It can be harnessed to stabilize the extremes of climate above the ground.
5. Wet basements (in summer) are made wet by the moisture in the air condensing on the cold basement walls (just as a glass of ice water gets wet on the outside). Keeping the basement closed, so the moist air isn't invited to enter, is the first thing to do. Beyond that, you'll need to use a mechanical dehumidifier.
6. Our control of climate in cold weather is almost perfect. We can do anything—at a cost not too out-of-line with other costs in our times. Our control of hot weather is not so well advanced—partly because most people don't understand what summer discomfort is compounded of, and partly because, up to now, the control devices were more expensive.
7. A south slope is warm in winter, spring and fall, and not any hotter in summer. A north slope is cold in winter, spring and fall and hot in summer.
8. The air is coolest, at night, right at the ground. A low air intake, combined with an attic fan, is the best way to get cool air into the house, and to cool off the structure itself.
9. It's cooler at the bottom of a valley than on a slope. A house on the top of a slope would have warmer air, but more breeze. So whether the top is a better place to put a house depends on how humid your heat is. For the more humidity in summer, the more necessary breeze is. Breeze might be a better comfort device than a few degrees lower temperature.
10. The more humid your summer heat, the more breeze you want. The drier your heat, the less breeze you want.
11. The best natural ventilation is created by flue action—like that of your chimney. This principle is well-known, but seldom applied to improving body comfort in summer.
12. The way to begin to improve your summer comfort is to turn back sun heat before it gets into your structure. This means using a reflective roof. White colored is best, or a reflective metal surface is next best. What makes you most uncomfortable in summer, in most parts of the U. S., is not the hot air but your hot house. This is true, regardless of whether your heat is moist or dry.



PHOTOGRAPHS BY THOMAS YEE

Has Climate Control taught you to make life easier?



Have you been your own worst enemy?

Have you put off getting the straight dope about how to achieve comfort?

For instance,

can you answer these vital questions:

● Did you know your personality changes when you are either too hot or too cold?

Read about it in "So you Think you are Comfortable!" page 133, October, 1949

● Did you know that you can really control climate—enough so it takes the sting out of it?

Read page 138, October, 1949

● Do you know how to make snow melt and how to sit outdoors when the temperature is below freezing?

See pages 195 and 205 in November, 1949

● Do you know how to have a garden that will be beautiful in any season?

Read "The 12 Months-a-Year Garden," page 217, November, 1949

● Do you know how to clear the hot air out of the top of a room?

See "A Climate-wise House," page 170 plus, May, 1950

● How to open your windows at night to get the greatest possible breeze through your bedroom?

See page 99, January House Beautiful, 1950

● How to keep the top of your house cool in heat waves?

See "Why does insulation insulate?" September, 1950

● Where does it pay to put your house on stilts and live on the second floor?

See page 70 plus, January House Beautiful, 1950, and page 74 plus, July House Beautiful, 1950

● Do you know how to fix the little comfort things that are wrong with where you now live?

See "How to Fix your Private Climate," October House Beautiful, 1949

● Do you know how to pick the best site (most comfortable, that is), to build a house? Or how to pick the best apartment?

See "How to Pick your Private Climate," October House Beautiful, 1949

● Do you know how to use the sun to heat your house in winter, yet keep it from frying you in summer?

See "How to put a Harness on the Sun," October House Beautiful, 1949

● Are you on to the simple trick of getting cross ventilation into a room that has windows on only one side of the room?

Read page 170, about louvered transoms, October House Beautiful, 1949

● Do you know how to build a fence that will give privacy and yet not stop the breeze?

Read pages 60 and 61, January House Beautiful, 1950

● Do you know how to keep frost out of your garden in late fall and early spring?

See page 154, October, 1949

● Do you know how to use vines to keep summer sun from heating up your house?

Look on page 151, October, 1949 and page 45, July, 1950

● Do you know how to add two or three months to your outdoor living season?

Read pages 100-102, June, 1950 and "How to get Wind Control," on page 90, same issue.

● Do you know how you should speed up your fan's capacity as your humidity increases?

Read "Wind Control in Hot Weather," page 124, June, 1950

● Do you know where—and when you should go down into the basement to lick weather extremes?

Read "There's a Gold Mine under your house," page 92, August, 1950

● Do you know whether you live in an area where it is practical to use solar heat in the winter?

See "How to Control the Sun," page 105, March, 1950

● Do you know how much paving and how much grass you should use in your garden—to improve your summer climate?

See "Good Lawns Keep you Cooler," page 108, March, 1950

● Do you know how to shade a west wall from the low setting sun?

See pages 106-107, March, 1950

● Do you know why it is cooler on clear nights than on cloudy nights?

Read article starting on page 151, April, 1950

(Continued on page 220)



EDITOR'S NOTE

You won't make head or tail of the next nine pages unless you understand three basic facts:

You are a heat-producing machine. Winter or summer, your body is always producing more heat than it needs. If it does not get rid of this excess heat fast enough, you will sicken and die. If it gets rid of this heat too fast, you will sicken and die. Thus the whole secret of your comfort, your health—even your life itself—is to lose heat at that rate which enables your body to keep an even 98.6°.

You can lose heat in any or all of four ways: by conduction (swimming), by evaporation (perspiration), by convection (breeze), by radiation (cold window). It makes no great difference which way you lose it so long as the rate of loss is right to hold that magic 98.6°.

There's no such thing as being "cool" or "warm": you only feel that way! In summer, because your environment is hotter, your rate of excess-heat loss must be increased. In winter, because it's cold, the rate must be lowered. The ordinary heating or cooling system does this mainly by convective means. That is, by bathing you in *air* of the right temperature, it enables your body to speed up or slow down its heat loss to the right rate. The house shown on the following pages does the same thing by mainly radiant means—that is, by surrounding you with *surfaces* of the right temperature.

The story of

the most revolutionary new house of the last 50 years

by the man who lives there

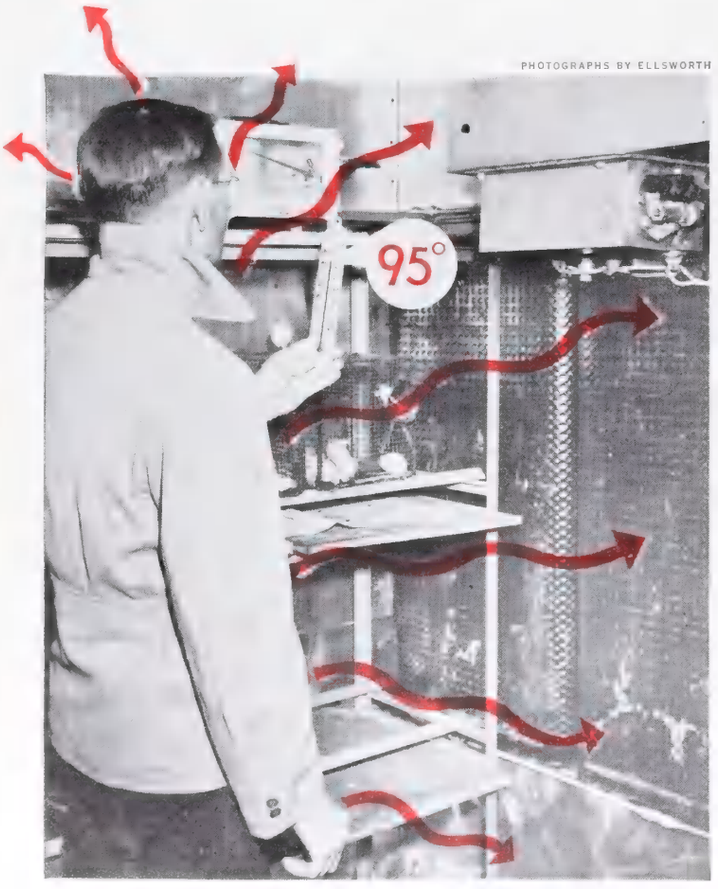
My house was in the Lab for 20 years

A medical climatologist who knows that your comfort is important to your very life tells how he built his own house—and why. See how he applies his scientific experience to his family's comfort

by Dr. Clarence A. Mills

As head of the University of Cincinnati's Laboratory for Experimental Medicine, Dr. Mills has for years been one of the leading investigators of the relation between climate, comfort, and health. A well-known, scientific author, his best-known book is, perhaps, *Climate Makes the Man.*

PHOTOGRAPHS BY ELLSWORTH



Bundled up—but comfortable—in 95° air.

In my aluminum-foil-lined laboratory, radiation keeps you cool, no matter how hot the air. The heat rays from your body are bounced around the reflective walls, floor, and ceiling until they hit cooling plates. Here they are swallowed up. Result: Animals grown here lose heat easily, are healthy, fertile.



Stripped—but comfortable—in 35° air.

The same phenomenon works in reverse. As on a snowbank on a cold sunny day, you're comfortable in this foil-lined room even with air near freezing. Heat rays from the electric heaters (left) are bounced around until they hit you. Result: Your loss of body heat is slowed down to comfortable proportions.



PHOTOGRAPH BY EMELIE DANIELSON NICHOLSON

This is the south terrace of our new house, overlooking Cincinnati. Because the house employs reflective radiant heating and cooling, its light plywood walls have no insulation but aluminum foil. A refrigerating machine and heating coils replace furnace. Furniture is by Ficks Reed.

I built this new house because I wanted my family to enjoy the same comfort conditions that experimental animals in my laboratory have enjoyed for years. The animals thrived and so, I'm confident, shall we. The proposition is really quite simple. You and I, like all animals, are combustion machines, operating at about 25 per cent efficiency. We live off one-fourth the food we burn in our tissues, and waste the energy from the rest. The ease with which we get rid of this waste heat is a controlling factor in how vigorous, fertile, and long-lived we are. And this, in turn, means that most of us operate best in a cool climate.

My laboratory animals have a cool climate the year around, right here in the Midwest, with its hot summers and often cold winters. But they don't have *air* conditioning: they have *reflective radiant* conditioning. They are kept comfortable by losing heat, not to the air, but to the floors, walls, and ceilings around them. These surfaces take from their bodies exactly the amount of heat they need to lose, winter and summer, for their internal heat equilibrium.

In my new house we use the same system of comfort conditioning, and we like it fine. It's at least as healthy as conventional heating and cooling systems—and it is considerably simpler. All you need are reflective surfaces and a coil through which you can pass hot and cold water. It calls for a considerably lighter house structure—no massive walls, double windows, or heavy insulation. And once the system is perfected—mine is frankly experimental—it will give you year-round comfort for less than your former winter heating cost.

"Heat-and-cold mirror" is principle behind the Mills house

You have probably always thought of reflective foil as insulation—something you used instead of, or along with, the fluffy mass insulations. Well, it's that but it's something more. You can use it *inside* your house as a "heat-mirror." Here's the set-up: You have a room that's hard to heat and always chilly. The *air* in the room is not so chilly. The thermometer proves it. Yet somehow you can't get comfortable. Well, the reason is probably that the *walls* are too cold. They're sucking heat from your body faster than the heated air is slowing it down.

All right! Try this: Paper that cool wall with reflective foil, shiny side into the room. Right away the chill disappears, even if the air is cooler than before. The wall is no warmer to the touch, but you *feel* as if it were. The whole room feels warmer, because the other things in the room can no longer radiate heat at the cool wall; or rather, the heat rays are now being bounced right back into the room.

You can also *cool* a person with reflective foil. Put him into a room with reflective walls and ceiling. Then put a small, very cold thing into that same room—say, a refrigeration coil. He'll cool in no time, because heat rays from his skin jump to the wall, bounce perhaps to another wall, bounce up and hit the ceiling. Finally, they're bound to hit that cold thing and be swallowed up. He'll be comfortable, even though the air *is* warm and the foil-lined walls themselves *feel* warm to the touch.

That's the heat-mirror principle which Dr. Mills has employed in this house. You can see the possibilities of such reflective radiant conditioning are quite spectacular. They are only beginning to be explored in such experimental houses as this. But the time may not be far off when you'll be able to flip on instantaneous warmth or "coolth" as you enter a room and flip it off when you leave, like lights.

—The Editors



It looks this way in my laboratory . . .

To study the effect of reflective radiant conditioning on animals, I raised generations of them in foil-lined test chambers like this. No matter how air temperatures fluctuated, I kept their radiant "climate" cool. They thrived in it, were healthy, fertile, and long-lived.

. . . and this way in my home

Revolutionary! But who would guess it?

My house has refrigeration coils in the cornice and aluminum foil on the floor. Yet, like any really good design, it doesn't look bizarre

As I write these lines in my study, the city around me—Cincinnati—is sweltering in typical July heat—96° and muggy. Even in this room, the air is 88°. Yet I am comfortable, because the house is taking away my excess body heat in radiant form. The mechanism is simple. All ceilings, walls, and floors are covered with aluminum foil. This foil acts as a mirror. Heat rays from my body are reflected by this mirror up into cooling coils in the cornice. There the heat is absorbed and carried away, down to the refrigeration machine in the basement. In cold weather this process is reversed. Then heating elements take over, bouncing infra-red rays down the foil mirrors and thence to me. Either way, I'll be comfortable, no matter what the air temperature. For my house is built on the principle of reflective radiant conditioning. In cold weather it warms you by shining radiant heat on your body, thus slowing down your heat loss. In hot weather, it "cools" you by speeding up your heat radiation to surfaces cooler than yourself. The next pages show you how it's done.

Thanks to architects, designers, and engineers, my living room (top.) and dining room (bottom) look quite "normal" and pleasant with their Dunbar furniture. Yet they use the same system of reflective radiant conditioning as my laboratory, with heating and cooling coils in the cornice.

Robert A. Deshon
Architect

John R. Schott
Associate Architect

James E. Allan
Architect-Engineer

Robert J. Stevens
Decorator

Edward J. Wormley
Designer, living- and dining-room furniture

J. N. Porter
Designer, control system





Our bedroom is a radiant-reflective box which keeps us cool in summer, warm in winter. Ceiling, walls, and floors are foil-covered. Windows are draped with a remarkable new fabric that's heat reflective, because one side is glazed with tiny particles of aluminum suspended in a plastic binder. With a pewter-like luster and the feel of soft supple satin, this fabric is permanent, dry-cleanable. Our furniture is from Heritage Henredon.



The stuff that mirrors our heat rays

You may find it hard to believe that such ordinary things as venetian blinds, draperies and "wallpapers" have that all-important aluminum surface, and are part of our conditioning system. But they are! None is shiny and metallic-looking





Aluminum blinds act as heat mirrors

Since heat rays flow in or out of a window like visible light rays, I had to be able to draw reflective curtains when necessary. Aluminum blinds and an aluminum impregnated fabric were the answer. When closed, they reflect heat rays to, or from, heating and cooling coils—almost as well as walls.

PHOTOGRAPHS BY EMELIE DANIELSON NICHOLSON

My whole house is Mirrored for comfort

The mirrors are invisible, but they're there—in wallpapers, blinds, curtains, carpets, even bedding. They're basic to my engineering

You have to remember that heat (infra-red) rays can be reflected just like visible light, but you need a special sort of mirror to do it. Aluminum is one of the best. That's why aluminum foil is such good reflective insulation. So it was clear from the start that my house had to be aluminum lined. But how to do this and not have it look like the inside of a percolator? I scoured the market for the products shown on these pages—wall papers that were reflective but still pleasant to look at, curtains and blinds that would do the job and still look well, carpets that had the right properties and still met our decorative scheme. I think the pictures prove that we mirrored our house for comfort without making it seem freakish.



"Mirrored" floors took tall doing

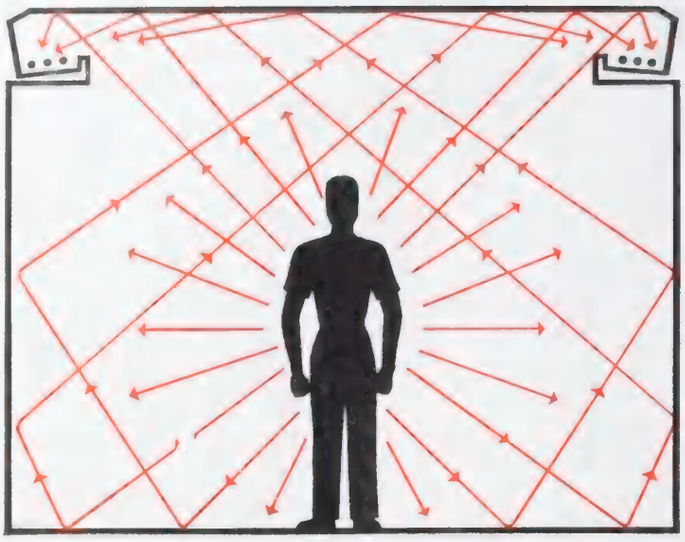
Foil is reflective only in open air. Thus I had to hold nylon carpet away from foil-lined floors. Solution was rubber matting with waffle-like surface. I used nylon carpeting because it's largely transparent to heat rays.



We need no bulky bed-covering

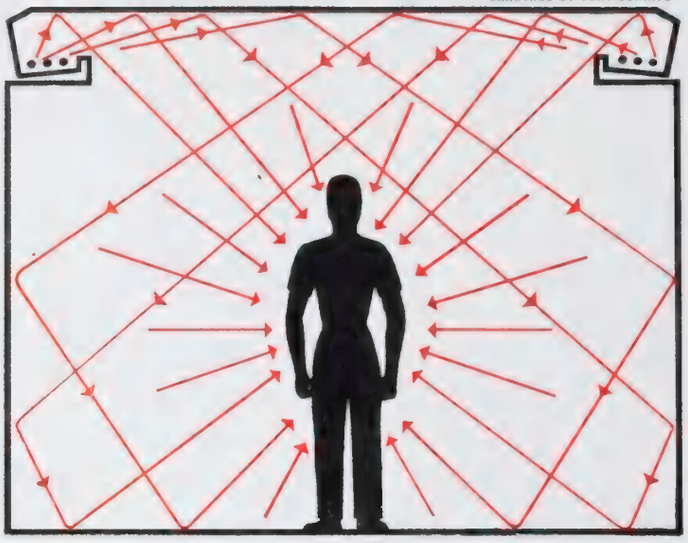
This translucent nylon "blanket" is as warm as one ten times its weight—thanks to the very thin glaze of plastic-suspended aluminum particles on the underside. It reflects our body heat back at us to keep us warm.

DRAWINGS BY TONY SCHIAVO



Heat flows away; you're "cool"

In summer, my house is comfortable because its reflective surfaces bounce heat rays from your body into the cooling troughs around the ceiling. This makes you feel cool, whatever the air temperature, because you're losing excess heat at the right rate.

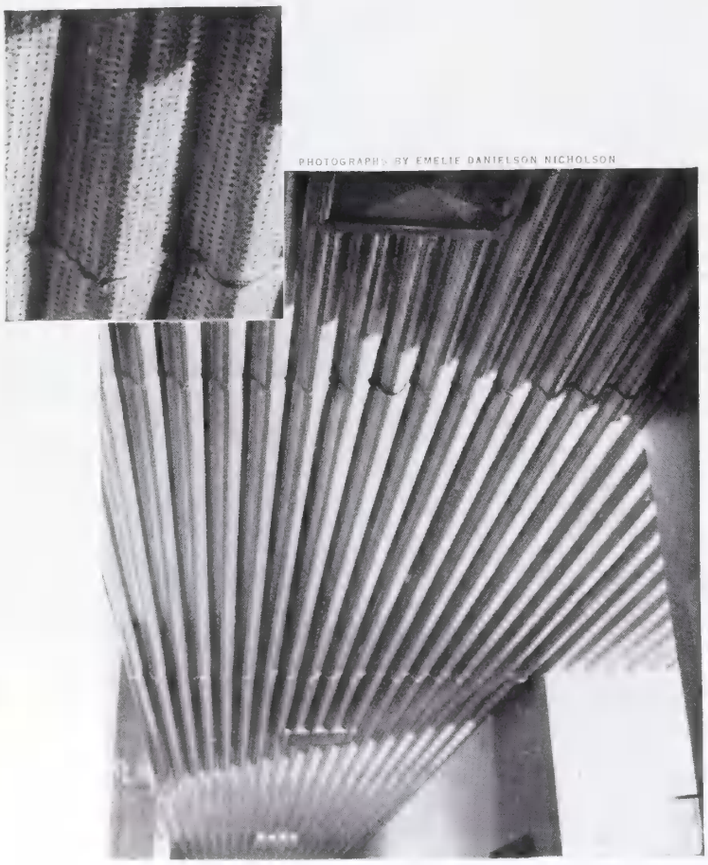


Heat flows to you; you're "warm"

In winter, you feel comfortably warm because heat rays from the electric heating elements are being reflected at you from every angle. This slows down your rate of body heat loss so that, even in cold air, your internal heat equilibrium is maintained.

The heart of my comfort system is in the ceiling

PHOTOGRAPHS BY EMELIE DANIELSON NICHOLSON

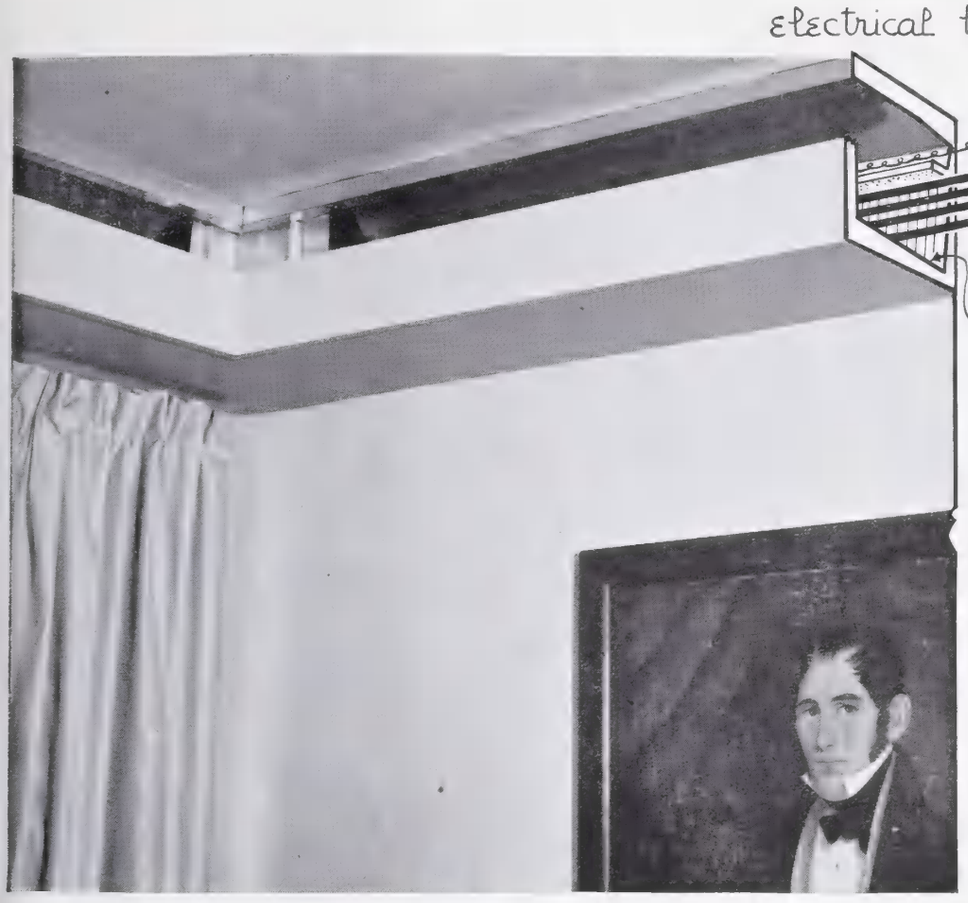


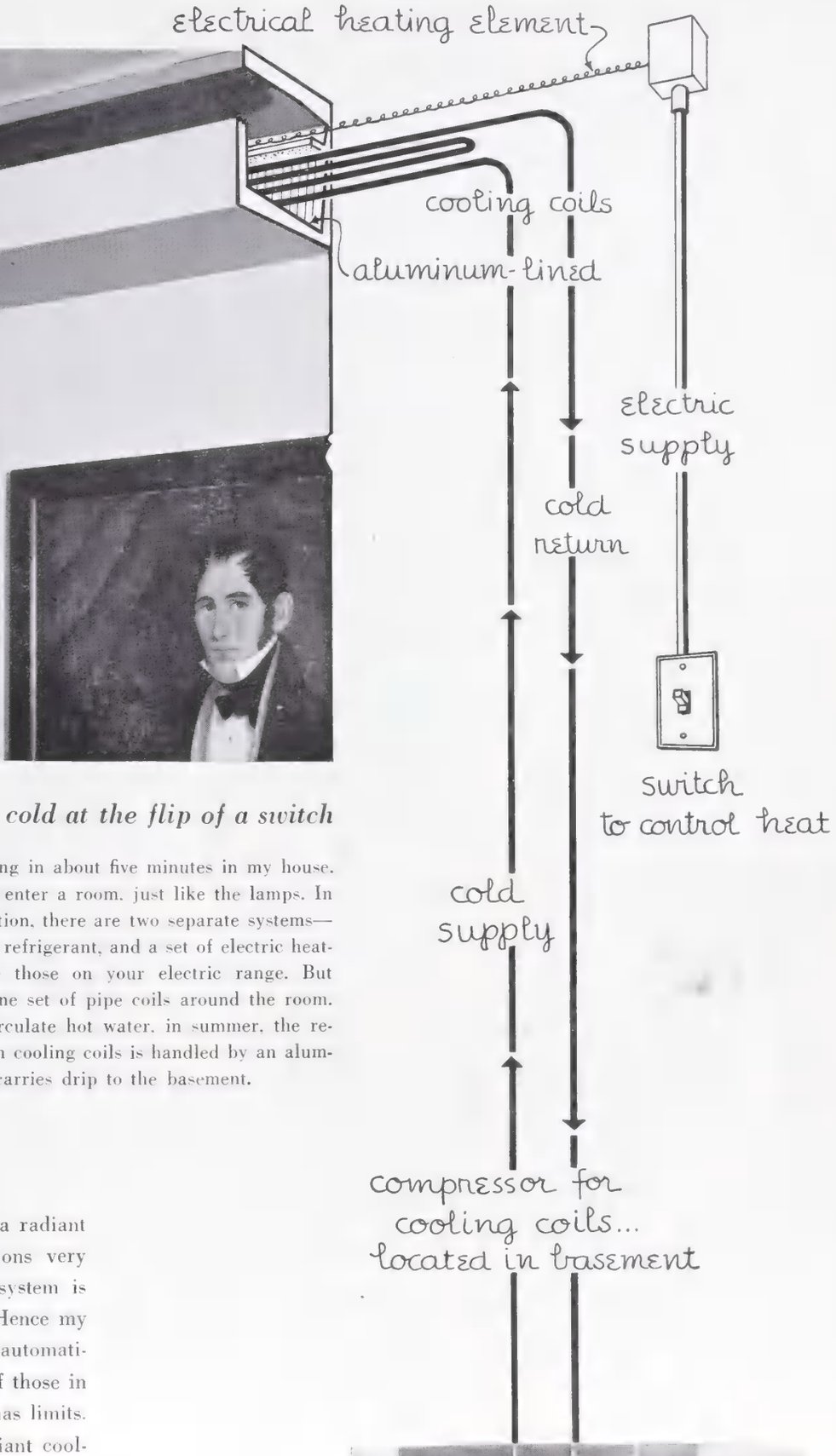
Air pressure keeps our house dust-free

Electrically-filtered air sifts down from perforated aluminum ceiling of central hall. By keeping a slightly higher atmospheric pressure inside the house than out, this clean air prevents dust and soot from sifting into our house.

You are already familiar with indirect lighting coves or troughs. You see them everywhere, in shops, cafes, houses. Well, the troughs in my house work the same way except that, instead of diffusing visible light rays, they handle invisible heat rays. **In winter,** their heating coils radiate heat rays which are reflected around the foil-lined walls of the room so that they hit you from every angle, just like light rays in a brightly lit room. **In summer,** the process is reversed. Then your body may be compared to the heating element giving off the heat rays. These rays are bounced around the room surfaces until they ultimately hit the cooling coils in the troughs. Circulating a cold liquid in these coils absorbs this heat and carries it away.

Thus, in my house, your comfort is maintained exclusively by radiant means, without the necessity of ever heating or cooling the air. You feel "cooled" or "warmed" because your rate of heat loss is exactly right for the weather—neither too much nor too little.





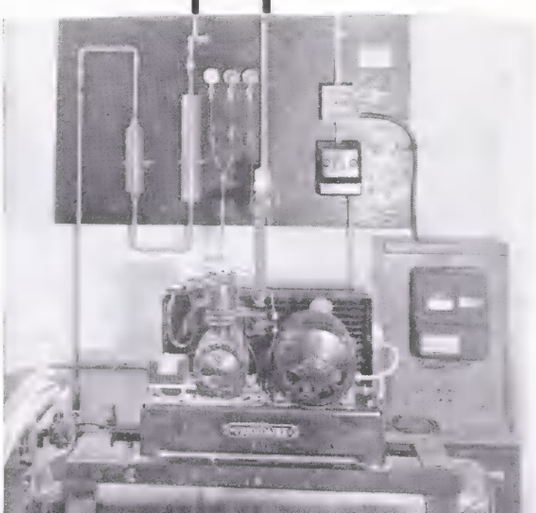
Hot or cold at the flip of a switch

We have heating or cooling in about five minutes in my house. You turn it on when you enter a room, just like the lamps. In this experimental installation, there are two separate systems—a set of coils carrying the refrigerant, and a set of electric heating elements rather like those on your electric range. But ideally, all you need is one set of pipe coils around the room. In winter these would circulate hot water, in summer, the refrigerant. Condensation on cooling coils is handled by an aluminum-lined gutter which carries drip to the basement.

Since heat rays travel with the speed of light, a radiant system like mine can give you comfort conditions very quickly. But once you're in the room and the system is working, it has to be modulated like any other. Hence my house has a series of thermostatic controls which automatically adjust the heating or cooling to the needs of those in the room. Of course, my system, like any other, has limits. I estimate that my living room has adequate radiant cooling capacity for twelve people on a hot night. Beyond that, I'd have to add cooling coils or use fans.

People ask me if, in Cincinnati's humid summers, my walls don't sweat, like an ice-tea glass. The answer is no, because—oddly enough—*the walls themselves never get cold*. They stay pretty near room-air temperature while directing heat rays to the cooling coils. This you may find hard to believe. But it's an old fact from the physics book—the surface temperature of a reflective material is not affected by the heat rays that it reflects.

FURTHER DETAILS ON PAGE 222



These pioneers opened up new frontiers

These companies helped me trail-blaze this new comfort principle

Conditioning equipment:
Electric air filter unit. . . Amer. Air Filter Co., Louisville, Ky.
Electric heating elements. . . . . Cinn. Gas & Elec. Co., Cinn., O.
Frigidaire cooling system. . General Motors Corp., Dayton, O.
Automatic controls
Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.

Structure:
Pre-fabricated walls. . . . . Pease Woodwork Co.
(*Otherwise, traditional construction*)

Interior walls:
Gypsum "Sheetrock". . . . . U. S. Gypsum Co., Chicago, Ill.
Aluminum foils. . . . . Reynolds Metals Co.

Roofing. . . . . Reynolds Metals Co., Louisville, Ky.

Flashing and metal work:
Sheet aluminum. . . . . Reynolds Metals Co.

Windows:
Aluminum frames and trim. . . . . Reynolds Metals Co.

Doors:
"Modernfold". . . . . New Castle Products, New Castle, Ind.

Kitchen and laundry equipment:
Steel cabinets and double sink, refrigerator, electric range, food freezer, automatic washer, dryer, ironer—all Frigidaire
General Motors Corp., Dayton, O.

Flooring:
Cork tile in bedrooms, study, rear hall and kitchen
Armstrong Cork Co., Lancaster, Pa.
Ceramic tile in baths. Cambridge Tile Mfg. Co., Cincinnati, O.
Quarry tile in hall and porch. . . . Carlyle Tile Co., Ironton, O.

Aluminum venetian blinds:
Columbia Mills, Inc., Syracuse, N. Y.

Plumbing fixtures in baths. . . . . Crane Co., Chicago, Ill.

Furniture:
In living-dining room and study
Dunbar Furniture Mfg. Co., Berne, Ind.
In master bedroom. . . Heritage-Henredon, Morganton, N. C.
On porch and terrace. . . . . Ficks Reed Co., Cincinnati, Ohio

Floor covering:
Nylon carpeting in living-dining room, study, bedrooms
The Nye Wait Co., Auburn, N. Y.
Under-rug cushion. . . . . U. S. Rubber Co., New York, N. Y.

Fabrics:
"Milium" reflective fabric for draperies created by W. J. Rand Co., Cleveland, Ohio
Deering-Milliken & Co., Inc., New York, N. Y.
Nylon sheet-blanket. . . . . Deering-Milliken & Co., Inc.
All other fabrics. . . . . Goodall Fabrics, Inc., N. Y., N. Y.

(*Continued on page* 220)



Lighting was quite a problem in my kitchen, because any radiant heat source affects comfort of occupants. Solution: Fluorescent lamps add minimum heat in summer; in winter, heat from incandescent light bulbs is actually *utilized*.

PHOTOGRAPHS BY EMELIE DANIELSON NICHOLSON



My laundry, as well as the main part of kitchen, looks much like any other up-to-date service area. You'd never guess from these pictures that my house contains a truly revolutionary system of heating and cooling its occupants.

● Pioneering modern architect Louis Sullivan once s
"To think is to reduce to simples." In his time, the p
lem of maintaining human comfort was a complex
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inside surfaces reflective, add a small heating-and-co
source plus proper controls. For the 1950 products
materials that made this prototype possible, see the



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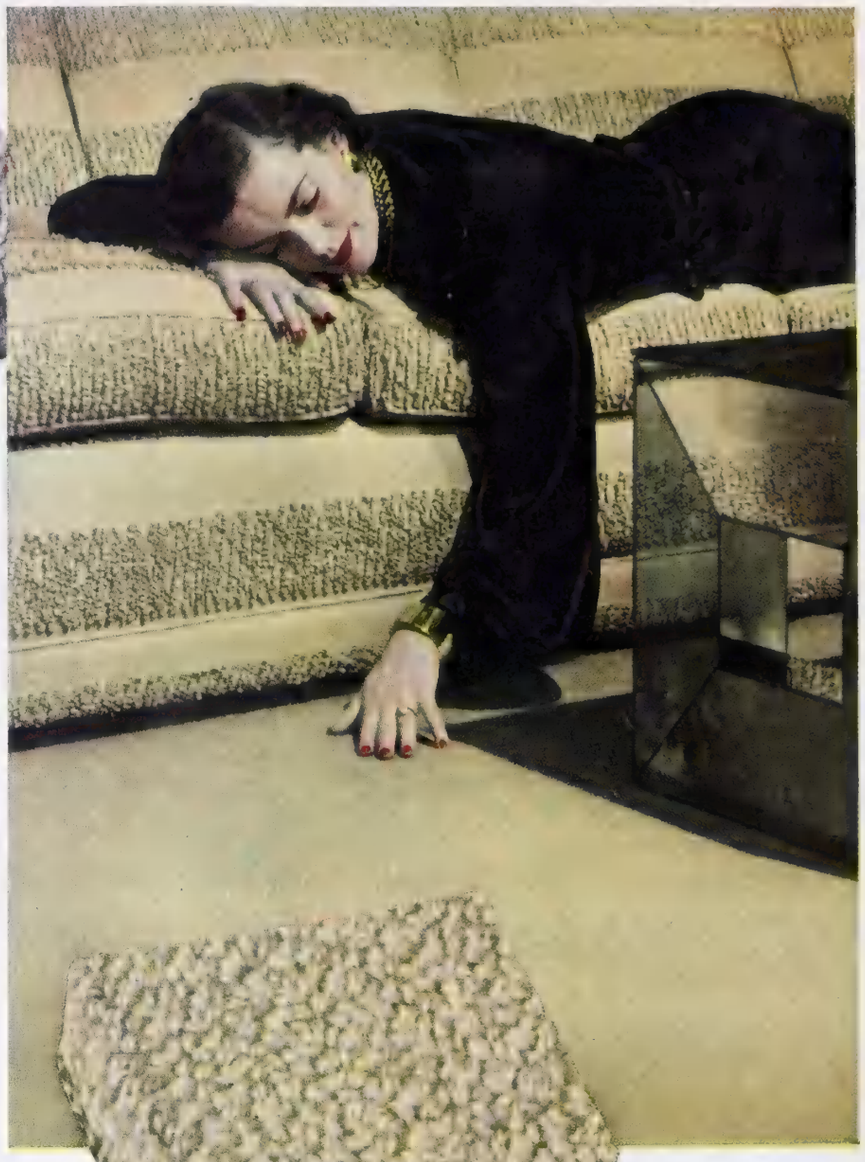
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NOT JUST FOR COMPANY!

CONTINUED FROM PAGE 171

—I'm so busy." I wanted to get the turkey out to the guests as soon as possible and I was in no mood for promises.

"Please, Mother—may we *please* have a curry if there's any turkey left?" She was so earnest about it that it made me pause, and, right in the middle of all the fuzz-buzz of the party, I realized that I'd been missing a big point. Here was a luscious-looking turkey, but to Susie it was a curry.

"Of course, dear, we'll have curry, and I'm sure there will be enough turkey left," I said. Susie left, completely happy, with me puzzling over why I was so dumb about really planning and organizing my food program.

I had always been discouraged when I opened the ice box and looked in at the dibs and dabs of this and that. My reaction was solely, "Oh, how dull and dreary!" But now that I've got onto a basic fact, I look at them as a miser gloats over his hoard of gold, for they are definitely an opportunity and, what is most important, they are distinctly energy-savers in the preparation of future meals. My changed point of view is taking me into a new world that, in 20 years, experts will probably call by some high falutin' name like "Quantum Cookery." For now I deliberately cook too much, so I will have some left over—in fact, *a lot* left over.

BUT first, let me tell you my theories about the care of previously cooked foods. Allow them to cool slowly at room temperature after loosely covering them with wax paper. Putting warm food into a cold refrigerator spoils its flavor somehow. Before you tuck yourself in bed, tuck the room-temperature foods into the refrigerator. Before putting a roast into the refrigerator, put it (platter or roaster and all) into an airtight nylon or polyethylene bag. Twist the end of the bag and tuck it under the platter to keep the air out. I have kept meats moist and fresh for over a week in these containers. I don't recommend your keeping meat this long, but I did it just to experiment.

The reason I store roasts on the platter or in the roaster is to save all the juices, so when I make a sauce I use *all* the juices in the platter. Besides, it saves just that much dish-washing.

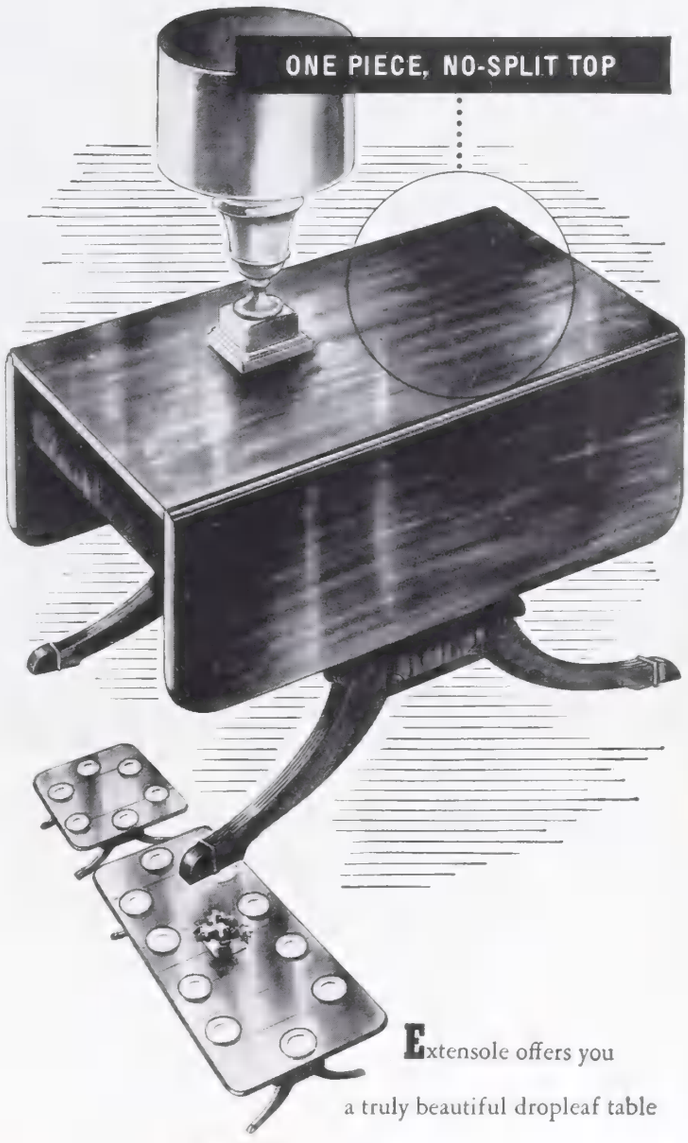
Vegetables should be stored in

(*Continued on next page*)

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CONTINUED FROM PRECEDING PAGE

tightly covered containers to keep them fresh and sparkling. I don't ever reheat vegetables, as they seem to sag and lose their zest. Neither do I believe in adding newly cooked vegetables, such as putting previously cooked carrots with newly cooked peas. The only vegetable I have found that reheats successfully is corn.

But there are so many ways to use these cooked vegetables that it is fun to try all sorts of ways. Of course, salad is one fun way of using cooked vegetables—pepping them up with an exciting salad dressing. Cooked asparagus with a vinaigrette dressing is a good first course, or broccoli fixed the same way. Celery Victor is also delicious.

THE way I like best to use cooked vegetables is to whizz them in the electric blender with chicken or beef consommé or milk to make a delicious hot or cold soup. Green peas whizzed with the chicken broth are dreamy. Chinese peas with a touch of cumin seed, blended in beef consommé, are a taste tantalizer. Spinach with green onion and minced garlic, whizzed in milk, is an eye-appealing, cool-looking soup when served cold. Or it is just as attractive served hot. So just go into a trance and dream up a new dish with some of your leftover vegetables, and you will have fun inventing some new dish.

There are four or five ways of glamorizing roasts. For years, when we had a roast of beef, I would serve the family cold sliced beef, baked potatoes, and salad. If we had ham, the next night we would have cold sliced ham, macaroni and cheese casserole, and salad. Cold sliced turkey and hot spaghetti. This was the easy way to use cold meats, but not very imaginative. Everybody in the house knew, with an inescapable finality, what the unraveling of the plot would be, especially after a big party.

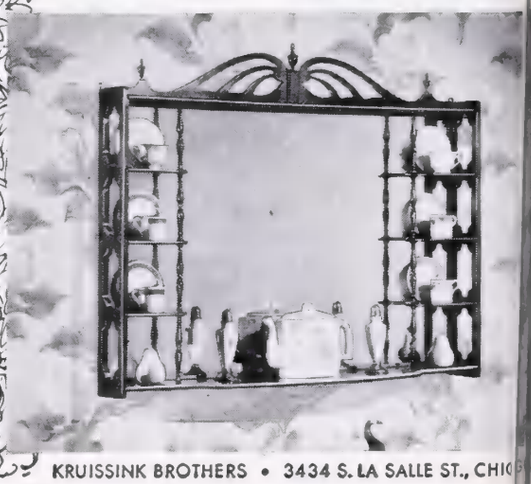
There are five ways that I use previously cooked meats. Of course, the most glamorous dish is curry. It is certainly by all odds the favorite with our family. Melt some butter in a stainless steel frying pan, add a teaspoon of curry powder and a heaping teaspoon of brown sugar, stir with a wooden spoon until melted. Add the blended, enriched broth made from



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the gravy and drippings. Add whatever meat you have: bite-size chunks of turkey, chicken, seafood, lamb, or beef.

We serve this curry dish not only for the family but for small and large parties, for it is so simple to do. The work is all done one or two days before. No one would ever recognize it as a leftover. (Editor's note: Look up Mrs. Stanton's own curry recipe in HOUSE BEAUTIFUL, September 1949, or consult any basic cookbook.)

The next most favorite handling of leftovers in our house is via sour cream. It is a wonderful medium for making a superb sauce. In thinking about the grilled chicken we had left over from Friday night's party, I know that for Sunday lunch I'll have chicken in sour cream. Before we were grilling those chickens at the party I boiled the necks, gizzards, and hearts with carrots, onions, and celery. So on Sunday morning I take the grilled chicken out of its airtight nylon bag, arrange it in a casserole, pour over the chicken stock (with or without vegetables whizzed in, as you prefer), and add a half-pint of sour cream. It is a delicious dish and it's definitely acceptable enough to serve guests. Veal roast is also delicious cubed and put in a sour cream sauce. Lamb is equally good. There is even a whole book on sour cream cookery, so I won't go into detail here. (Editor's Note: It is called *Sour Cream Cookery* by Barbara Brown, published by Barrows.)

THEN there's stew. If you have had a pot roast or a rib roast, and there is quite a bit left, a stew is an obvious solution—too obvious really. But lots of people don't do right by stews. They cook the meat again—which makes it too pulpy and soft and unpleasant. Meat should *not* be cooked again, but just heated in the gravy. Cut the vegetables you want to add into large chunks and cook with the bones in canned consommé for an hour. To vary the flavor, use red wine. A rather intriguing flavor can be achieved once in a while with rye bread crumbs with caraway seeds. This thickens the sauce as well.

I have three other tricks up my sleeve—all borrowed from the cuisines of other countries: Sweden, Armenia, and China. As a matter of fact, many foreign methods are often extremely useful in "making a little stretch to a lot," for other countries have not been blessed with the abundance we have in America, and the whole history

(*Continued on page* 233)



WHITNEY PLANNED SETTING

The Amesbury Room shown is a delightful version of Colonial decoration.

Furniture: *Whitney Maple Mirror No. 297, Nightstand No. 299 Double Dresser No. 298 Chair No. 3010, Bed No. 295 Chest-on-Chest No. 296*

Wallpaper: *Imperial's "Lace Squares" pattern No. 5481.*

Woodwork: *Painted gray*

Carpet: *Wall to wall in old rose*

Note: Ask your local decorator or painter for an estimate on papering and painting your room.

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WINDOW-BOX GARDENING

CONTINUED FROM PAGE 124

EVERY window box in town doesn't have to look exactly like every other one. Why use the same old plants in the same old ways that everyone else has done for generations? Why not experiment? You can make your window gardens express your own personality.

If your house is small, you won't want to hide it behind a jungle. But, if the situation calls for a bold effect (like camellias or castor beans), don't settle for dainty wisps. The texture—size, shape, and "feel" of the leaves—is just as important as the size and shape of the plants. Thick, glossy-leaved plants like hollies look well against brick or stone, soft-leaved plants like petunias with clapboards or shingles.

Pick your plants with care. If your window is shaded most of the day, don't use plants like geraniums that need sun. Use tuberous begonias instead. Or, if your window is sunny, use plants like California poppies, petunias, marigolds, or ice plants. If you need a trailing plant, use inchplant, variegated euonymous, German ivy, vinca, or creeping fig.

(*Continued on page* 248)

PHOTOGRAPHS BY MAYNARD PARKER



• You can do real gardening in a plant niche like this one filled with cinerarias. You can also grow permanent woody plants, such as camellias in warm climates, or Japanese holly or yews in cold ones.



by Julie Polshek

I WONDER how S. S. Pierce Company's superb Cherries Jubilee escaped my eagle eye till now. I was amazed to learn that their pantry-shelf edition of this celebrated epicurean dessert had been on the horizon for almost a year before I discovered it. But an innovation like this is worthy of top billing any time.

The pantry shelf never had a more illustrious resident than this pet of gourmets the world over. As those who have partaken of the luscious, flambéed delicacy in some famed restaurant or elsewhere know, it richly merits the plaudits of its devotees. There's a special something about its rich flavor and the festive glamour created by the diminutive flames that float over the purple-hued "pool" of sauce and cherries, that gives this basically simple delicacy such elegance that it's become synonymous with gala occasions and epicurean dining. It delights both the palate and the eye. The origin of the name Cherries Jubilee has always been something of a mystery. It is believed by many that the renowned chef, Francarelli, renamed cherries-flambéed-in-kirsh "Cherries Jubilee" in honor of England's Jubilee of 1897.

In case you haven't made its acquaintance ere now, Cherries Jubilee is made of pitted Bing cherries, poached in simple syrup, thickened just enough to give the sauce a velvety texture, then dressed with kirsh, ignited, and served forth in all its blazing glory. Some serve it without further embellishment; some over vanilla ice-cream. While not traditional or so gala, it's a delectable everyday dessert served chilled, without flambée, with or without ice-cream.

In creating their pantry-shelf edition of Cherries Jubilee, Pierce have deviated from the recipe found in Escoffier and other famous cookbooks, in one respect. Instead of kirsh, which in their opinion is overpowered by the strident flavor of the cherries, they use claret subtly laced with rum. We're with them every inch of the way in the merit of this substitution. The claret and cherries are so evenly matched and so right for each other that the two merge to create a blend that's real perfection.

To serve Pierce's Epicure Cherries Jubilee, you simply empty the contents of the jar into a chafing dish or heat-proof bowl, float it with a spoonful of ignited brandy, and ladle the flaming mixture into waiting serving dishes. Whether you serve Epicure Cherries Jubilee flambéed or chilled, solo, or on ice-cream, we predict it will become a high-ranking favorite in your dessert repertoire. Three 8-oz. jars cost $2.25 (plus postage) from S. S. Pierce Co., Boston 17, Mass.

This is the first time I've dealt with a culinary aid in these columns, but the revolutionary flavoring technique of the Vanguard Savorizer makes such an impor-

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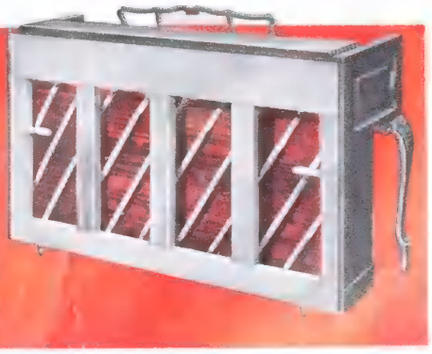


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PANTRY SHELF NEWS

CONTINUED FROM PRECEDING PAGE

tant contribution to meat cookery that it somehow belongs here.

In a nut-shell, the unique device utilizes the natural travel of meat juices from the inside out in the presence of heat, to diffuse liquefied flavorings and seasonings through the length and breadth of the roast, fowl or fish, and into the very tissue of the meat itself.

Except for the four-inch, sharpened tubular needle at the head of its aluminum barrel, Savorizer resembles a pastry-decorating gun. The plunger end of the Savorizer draws the liquid infusion into the barrel (instructions come with the device explaining the simple method of making a liquid infusion of garlic, onion, monosodium glutamate, tenderizers, spices, herbs, etc.), and then squirts the infusion into the meat under high pressure. As the meat juices travel outward during roasting or broiling, they pick up the flavoring or seasoning and carry it along with them on their circuit.

The results achieved by this technique are incredible—especially with the use of meat-tenderizers and monosodium-glutamate flavor intensifiers.

Another area where Savorizer opens new and exciting vistas is in infusing basting liquids. What a difference between this and the conventional basting method! Orange juice, for instance, when you're roasting a duck; orange, pineapple, or any other juice you fancy, along with wine, clove, and brown sugar, are diffused right into a ham; barbecue sauce becomes part and parcel of the meat you wish barbecued. Besides all this, you are able, with any roasting or broiling, to draw up pan juices and their flavorings and redirect them into the meat. You'll be amazed at how much this adds to their succulence and flavor. And the service the remarkable device can render in enhancing the flavor and tenderness of inexpensive meat cuts is well worth noting, too.

Savorizer utilizes the same spices, leafed herbs, powdered seasoners and flavorings, clove garlic, raw onion, etc. that you normally use. Converting any of them into a liquid infusion takes less than five minutes and requires no equipment except a small saucepan. Dispensing the infusion into the meat is as easy as ABC. The flavoring and seasoning tricks Savorizer can perform are endless. It's great fun trying out various combinations. For instance, you can infuse turkey with "smoke"; flavor fish with clam juice (a delicious flavor blend), etc.

The Savorizer went through many months of intensive tests before its debut. It is winning glowing tributes from hotel and restaurant chefs, and I'm sure you'll be equally lavish in your praise when it makes its debut into your own kitchen. It's a truly noteworthy innovation. $2.50, from Charles & Co., 340 Madison Ave., New York.

A browsing tour of C. Henderson's unusual shop, with its well-informed proprietor as your tour guide, is like making a brief gastronomical tour of the world. Though they specialize in unusual imports from India and China, virtually every country of the world is represented in this array of rare and unusual foods.

There's such an abundance to choose from, and they're all so exceptional, that it's mighty hard to narrow one's interest to a few. I finally settled on a group of sauces, from India and China, that are as versatile as they're exotic.

The star of them all, to my way of thinking (and apparently my enthusiasm for it is shared by all those who know it), is Lingham's Chilly Sauce, imported from British Malaysia. When it first contacts your palate, you're aware only of its delightfully piquant taste. But a split second later, its high chilies content springs to the fore and manifests itself in no uncertain terms. The merger of its "fire" and sweet-relish-like flavor is a masterpiece of blending. Peppery as can be, but without "scorch," and a rich, scintillating flavor that has to be tasted to be appreciated, its content is only chilies, grape vinegar, and sugar, but it's the superb blending skill behind it that really matters. The thick, reddish sauce makes a delightful, zesty "dunk" for shrimp or a cocktail dressing for oysters; it's equally good on roast beef, steaks, chops, and game. A spot of it in gravy, soup, salad dressing, or cheese, gives them a wondrous fillip.

My second find is Lee Mui Lam Chinese Duck Sauce, made in Hong Kong. Though I believe its true name is "plum sauce," it's so traditional for dressing duck that it's come to be called duck sauce. You'll find it in that guise, as well as on egg-rolls and other Chinese

cuisine in all Chinese restaurants. They don't use lamb, but in your own use of duck sauce, don't overlook the delectable manner in which this plum sauce blends with the flavor of roast lamb. The yellowish-green mixture of plums, garlic, and red chili is thick as apple sauce with a mere breath of pepperiness and a garlic undertone that adds a perfect touch to the flavor of the plums. The only sweetness in it is contributed by the plums themselves.

Indian Prawn Balchow is the fieriest member of the trio. Hot as all get-out but as superb an Indian sauce as you'll find anywhere. It's traditionally used as a "side dish" or condiment for curries. But it met with high favor when I served it as a shrimp "dunk," especially with the menfolks. Like the Chilly Sauce, a dash of it used as a flavoring makes a zesty pick-up for any food to which you want to give a peppery sparkle. It's made of ground prawns, chilies, curry powder, garlic, mustard oil, and vinegar. You can see where it gets its fire! It tastes much like a peppery Worcestershire sauce laced with a mustard undertone. The sauce is thick with ground prawn. Having got into the curry realm, I couldn't help but take note of two other curry adjuncts in the Henderson galaxy that I thought you'd like to know about. One is a 2¼-ounce pack, in a tin box, of Bombay Duck. This traditional curry condiment is much in demand but becomes something of a problem if it's not used up at one sitting. While it's dubbed Bombay Duck, it's actually dried Bommaloe Fish. The salty, highly scented (shall we say) fish is virtually unstorable without passing its aroma on to other foods. This miniature pack solves this problem perfectly for there's just enough in it to take care of one curry party.

The second curry adjunct is Javin Pappadums (or Papads, as they're sometimes called). They're spicy, peppery wafers made from an Old Madras recipe. They're like little, paper-thin pancakes that look much like tortillas, which you toast or deep-fry for serving. On first nibble, the wafer tastes like a tortilla but momentarily its peppery zest comes at you full steam ahead. They're right up the menfolk's alley as a cocktail snack. Their traditional use, of course, is as an accompaniment to curries. They make zesty nibbling, however you use them; just hot enough to add tang to salads or drink.

The Lingham's Chilly Sauce costs $1.60 for a 12-oz. bottle; duck sauce, $1.25 for a 1-lb. can; Indian Prawn Balchow is also $2.25, for a 1-lb. bottle. Either Bombay Duck or Pappadums (6-oz. tin) cost $1.50. All plus postage from C. Henderson's, 22 East 55th Street, New York, N. Y.

SULLIVAN AND GILBERT

CONTINUED FROM PAGE 128

good fortune to possess an "and" to connect them with a Gilbert.

Possibly to celebrate the fiftieth anniversary of Sullivan's death, a new book has just been published. It is called *The World of Gilbert and Sullivan*, written by W. A. Darlington, who is the drama critic of the *London Daily Telegram*. The book has an introduction by Brooks Atkinson, the drama critic of *The New York Times*, himself a Gilbert and Sullivan fan. The purpose of the book is to set before us the background of the world of the two men and to elucidate some of the satirical allusions which the years have made obscure. What, for example, is a "pocket borough," by which Sir Joseph, in *Pinafore*, was sent into Parliament? Who is Captain Shaw, of whom the Fairy Queen sings in *Iolanthe?* Who or what is being satirized in *Patience?* Read Mr. Darlington and find out.

His book is neither the first, nor will it be the last commentary on the Savoy operettas and their creators. Nor is it the best book on the subject, though the two men were such interesting personalities that no such book is a total loss, and this particular book makes several fresh points. I prefer, however, the recent biography by Hesketh Pearson, *Gilbert and Sullivan*, or the more comprehensive and learned book by Isaac Goldberg, *The Story of Gilbert and Sullivan*, which unfortunately is now out of print and hard to find.

PERHAPS the best book about Gilbert and Sullivan is *by* Gilbert and Sullivan; I refer to *A Treasury of Gilbert and Sullivan*. This volume, which is enhanced by the illustrations of Lucille Corcos, presents many of the songs in versions that can be played and sung at home. Such books are published because, as Mr. Darlington says, "Never in the history of the theaters of the world has there been anything to match the continued popularity of Gilbert and Sullivan opera."

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PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



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(Continued on page 231)

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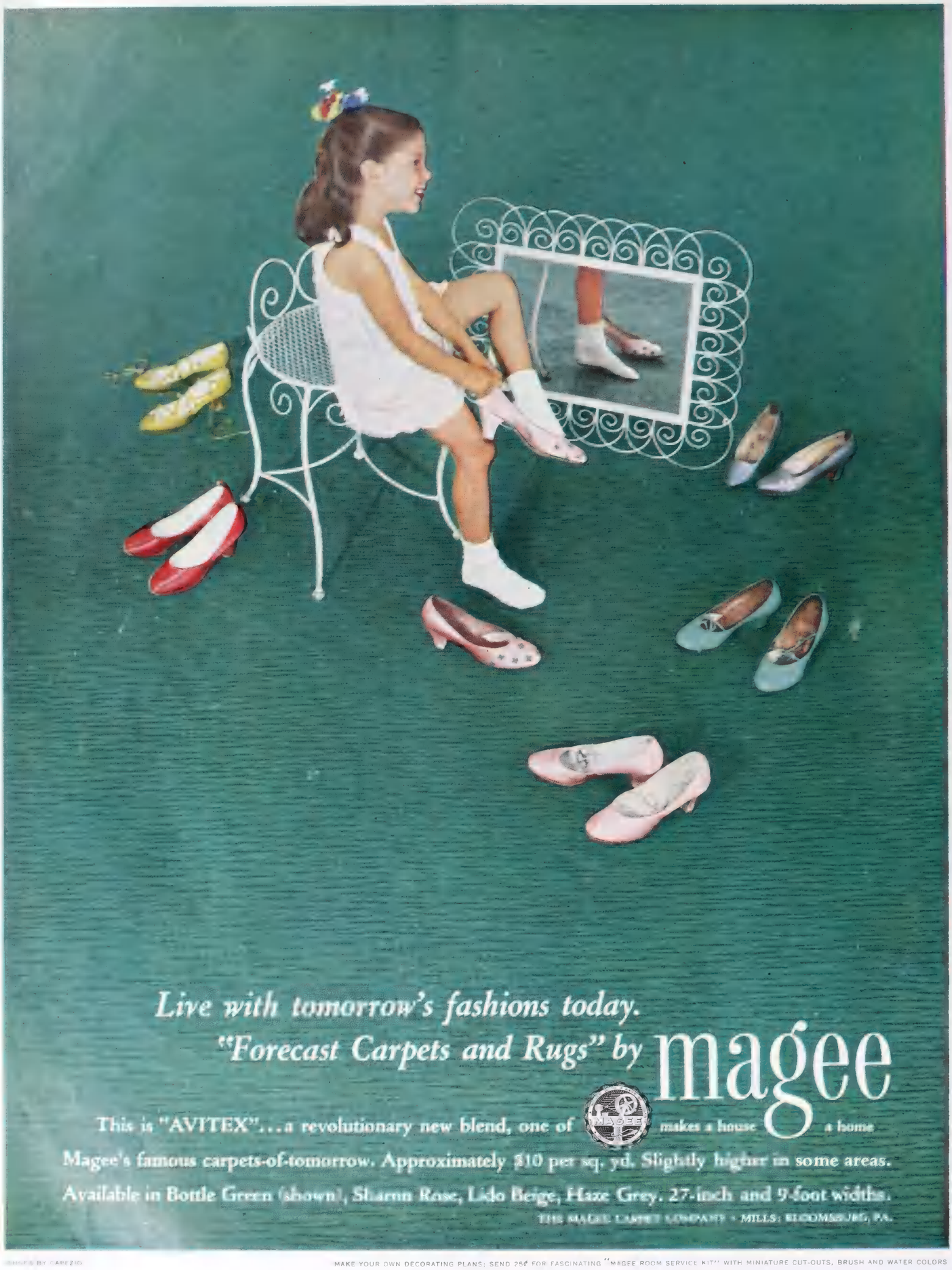
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Tucson	Goebel Decorators
Vancouver, B. C.	Woodward Department Store
Washington	Woodward and Lothrop

THE AMERICAN PASSION FOR EFFICIENCY

CONTINUED FROM PAGE 168

avoid frustration, too, because storage space for tools and utensils is provided near work space where they are to be used. There is no question of hunting all over the place for the bread knife or the rolling pin or the sauce pan. As far as possible, storage space is near eye level, eliminating a great deal of bending, stooping, and reaching into dark recesses.

THE new cabinets shown in these pages are the result of a careful re-study of what makes a kitchen convenient and efficient. The designer, Michael Hallward, is himself something of a chef, and has first-hand experience to point the way to the ideal kitchen. His practical analysis of what today's housewife demands in greater convenience has been translated by Frank C. Snedaker & Company into these "Glamour Kitchens."

Cabinets are of wood in a choice of seven stock colors, with Formica counters in nine colors. Thus a wide variety of color schemes is available. All doors slide open and shut, thus avoiding the danger of banged heads. Some slide from side to side; others roll up and down, tambour style, like the old roll-top desk.

Work surfaces are of three different heights, according to the purpose they serve. Standard 36" height holds for most counters. At the baking center, a 33" height is found more convenient. And the snack bar or counter is 30" high. Base cabinets are designed with knee space, so one can sit down to do the chores.

Wall cabinets are 13" deep at the bottom, 14" at the top. The resulting front slant is another safeguard against bumped heads.

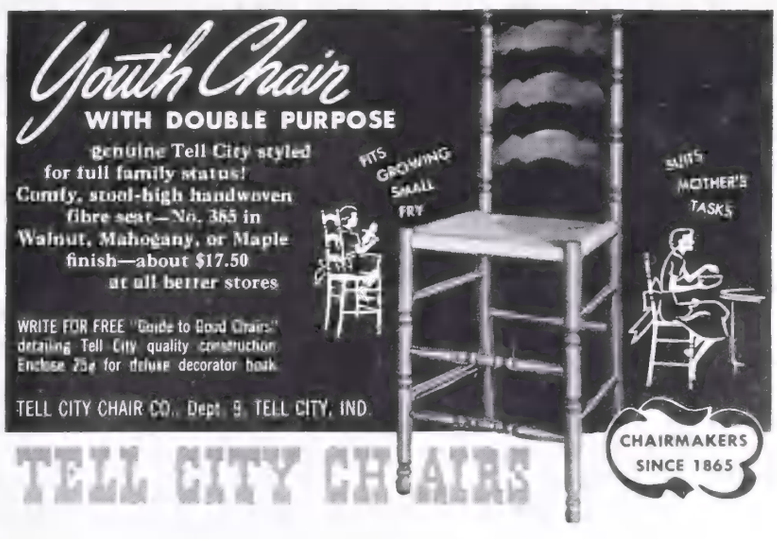
"Glamour Kitchens" include a new kind of in-between size unit (only 6½" deep and 15" high, with tambour doors) intended to go between base and wall cabinets for spices, seasonings, and similar things that come in small packages and are used at the work counters.

Another unusual cabinet, known as the "split" cabinet, is a wall unit designed to hold everything needed for the making of a salad. It is "split" because, in addition to the regular shelves, the door is shelved, too, and equipped with a clamp to hold a salad bowl.

Pots and pans in "Glamour Kitchens" are in clear view, easy to reach, and need not be stacked. A stainless steel liner in an eye-level cabinet is perforated to hold hooks that permit you to hang pots and pans, even spatulas, strainers and the like, in accordance with your personal habits and the size of the different utensils. Baking tins stand on end in their own files.

IN dimensioning shelves, proper regard has been paid to standard-size food packages. Shelves for cereals in the over-range cabinet are tall because most cereals come in tall boxes. The under-sink shelf for the variety of soap flakes, detergents, and cleaners in use in the average kitchen is tall and wide enough for the biggest package. This shelf, incidentally, is removable for access to plumbing—an appreciated, practical arrangement.







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PHOTOGRAPH BY LESLIE GILL

Folk artists included a cross-section of the citizenry. Mr. Cahill's paintings range from "The Peaceable Kingdom" by Edward Hicks, Quaker preacher and sign painter, to a fruit painting on velvet, probably by a boarding-school girl. Eagle is work of an itinerant toy carver.

AMERICA'S FOLK ART

CONTINUED FROM PAGE 138

In other words, all kinds of things made by the people and intended for their own use and enjoyment.

Since the coming of the machine age and the decline of the crafts, we have come to draw an unnecessarily sharp line between the art of designing useful objects, and the "fine arts" of sculpture and painting. But during the great period of American folk art for most of our people this distinction was not so important. Silversmiths like Paul Revere were also engravers; potters, ship painters, and sign painters also did decorative painting or portraits; shipwrights, blacksmiths, and iron molders tried their hands at sculpture. Some of the most important early American artists, like the versatile Charles Willson Peale, started out as saddlers, glaziers, or clockmakers. Thus a fine iron utensil might have as much artistic importance as an early painting while the painting might be of equal significance in foreshadowing our contemporary design.

Nor is folk art necessarily primitive, or provincial, or untaught. The real distinction between folk art and fine art is that folk art does not come out of an academic tradition passed on by schools. Instead, it comes out of a craft tradition passed on in the shop from father to son, from master to apprentice. It is not the work of professional artists but of trained craftsmen and artisans as well as some untrained groups of average citizens. Folk artists may be amateurs with some training, amateurs who were self-taught, amateurs and occasional artists with no training whatever—including sailors, farmers, housewives, cowboys, lumberjacks, and even businessmen.



Delicate linear designs like this bird were common on 19th-century stoneware crocks. Index of American Design

Among the gifted amateurs with ome training were the girls who tudied art as an "elegant accom-lishment" in the "female semi-aries" which sprang up in great



Paintings like this, by school girls, made a rich contribution to American design. Museum of Modern Art.

umber in this country after the Revolution. Their contribution to American still-life painting and ecorative design has never been ully appreciated.

What are the distinguishing ualities that we find in the work f this assemblage of average citi-ens? European scholars have told s more than once that American alent has done no more than re-eat the forms bequeathed it by s multiple European ancestry. Many Americans have come to be-ieve it. But all our experience ells us this is not so. As we have aid, all folk art tends to show a ong memory back into the past. nd ours differs only in what it as chosen to remember. The craft-hop tradition is unbelievably tena-ious, and thus we see elements, vhich have disappeared out of European art for half a millen-ium or more, reappearing in American folk art quite casually.

In the Museum of Modern Art n New York, there is a magnifi-ent carved wood eagle which ears a close family resemblance o the carvings on Romanesque hurches of the Twelfth Century. But the fact seems to be that it as made in the Nineteenth Cen-ury as a sign for a tavern in Paw-ucket, Rhode Island. Look at the oble horse in the photograph on age 138. It is unmistakably eir to the tradition of the horses f St. Mark's in Venice, which in urn go back to Nero's arch in ome, and ultimately look back o the proud and happy horses of reek antiquity. But this horse is n American cast-iron weather ane found in Boston. In my own collection is a large wooden toy horse with a curious Chinese look, relating it to the fine sculptures of the period between 200 B.C. and 600 A.D. It was the work of a toy carver of Cumberland County, Pennsylvania, and how he learned to carve with such distinction is one of the mysteries of folk art.

All of these strange throwbacks have come out of the slow evolution of folk memory, but they have also come out of the American craftsmanship of their time and have filled the needs of the time and place in which they appeared. They indicate the inevitable continuity of the present with the past and show that it occurs even when the artist does not consciously repeat or borrow from old forms.

But while folk art has a long memory, it also looks ahead. Its forward look has been demonstrated time and again in its contributions to new styles. There was folk art in ancient Athens and Rome, and it played a significant role in the transition from late classical to early Christian art. Again, folk art has contributed to the great Flemish art of the Fifteenth Century. For the forward look of American folk art—the "go ahead" spirit which it has passed on to us—we have only to refer to early American tools, implements, and utensils, and to the community arts of such groups as the Shakers.

One of the most prominent characteristics of early American craftsmen and artisans was their talent for adaptation. It cannot be denied that they borrowed freely from other cultures. But their borrowing is not to be frowned upon. In fact, one of the signs of a vital art is the ability to assimilate the work of others.

(*Continued on next page*)



This horse looks like ancient Chinese sculpture, but it was made by a Pennsylvania toy carver. Cahill collection.

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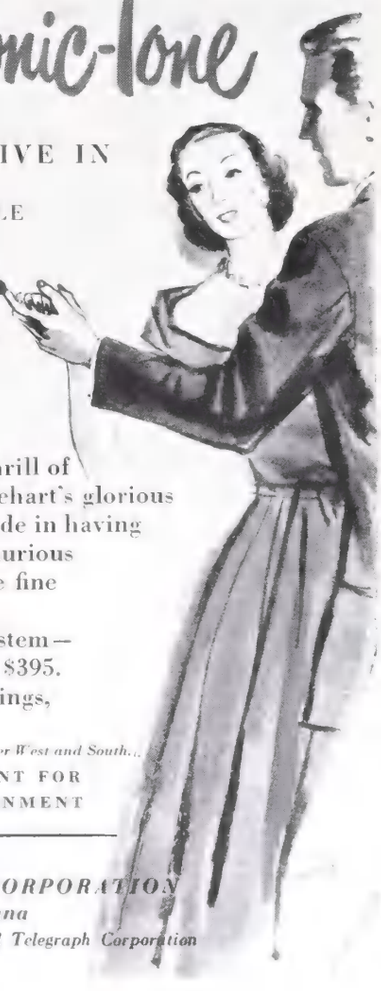
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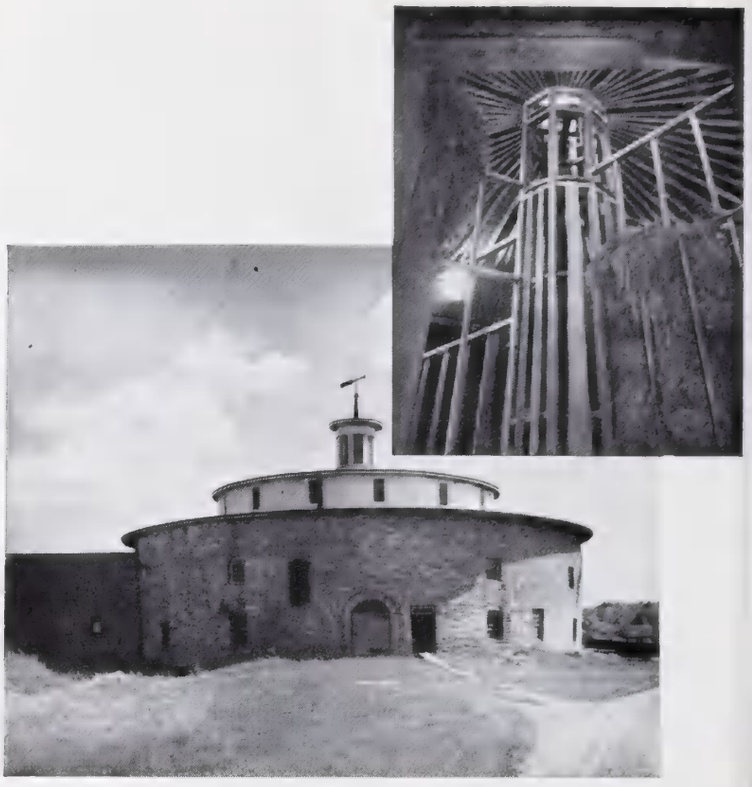
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This round barn in Shaker Village, Mass., with a central feeding tower shows the Shakers' sense of fitness and function, and their inventiveness in architecture. Barn was designed so wagons could drive in and out without having to back up. Index of American Design.

AMERICA'S FOLK ART

CONTINUED FROM PRECEDING PAGE

From the beginning of our creative history, however, we have seldom used forms as we have received them. We have done something *with* them, and *to* them. That something has not been capricious and it has not been stimulated by a demand for mere novelty, though a liking for the new is strong in us. As an active people facing the demands and opportunities of a new land, we have used what we had to make what we needed, taking the old forms as a springboard for invention, and shaping what we inherited from the European past to our new environment.

THIS sort of adaptation has taken place everywhere in the world throughout history. In the older countries the process has been slow, following waves of taste which have lasted over long periods. With us, through the Seventeenth, Eighteenth, and Nineteenth Centuries, the trends have had a shorter wave length. But through all the changes there has been a certain stability of selection.

This process of reshaping is nowhere better illustrated than in the folk arts of the Shakers. The first Shakers were English immigrants. Their design in its beginnings may be traced to English sources. But they made converts from every section of the American population and, as their communities grew in the Nineteenth Century, their community arts developed into something unique.

Their piety of plain form worked always toward the greatest simplicity and usefulness. They used the wood and stone and weaving fibers which they found in their own localities, and handled these materials with an honesty and straightforwardness which has not been surpassed. They were prolific gadgeteers and used the most modern techniques. Their sense of fitness and function, and their inventiveness in architecture and architectural fittings, in improving the design of tools and utensils, cooling systems for storage, drying systems for laundries, furniture and built in furniture, give them a high place among the distinguished ancestors of the American Style of today.

Not only the crafts of the Shakers, but all of our folk art ha

(*Continued on next page*)

AMERICA'S FOLK ART

CONTINUED FROM PAGE 208

always tended toward simplicity. This is in the very grain of the American tradition. Colonists and pioneers, making their way into a wilderness, had to travel light. For the most part they were plain-clothes people. With many of them —Puritans, Quakers, Moravians, the various Mennonite groups, and others—plainness was piety as well as principle. Their garments and dwellings were plain. Their churches and meeting houses were austere to the point of bareness.

So it is not surprising that the objects of everyday use they made for themselves, their tools and implements, had to be simple and useful. Here we find another characteristic of our folk art—its insistence on usefulness. We see it in the pioneer hoes, and in barley forks such as the beautiful examples on this page. We see it in the cast-iron plows; the unique, light, and beautifully balanced American ax; the Conestoga wagon; and the "Kentucky" rifle (actually made on the Pennsylvania frontier), which was not only a more accurate weapon than any of its European prototypes, but more graceful in design, better balanced, easier to load, and lighter for the hunters to carry because of its smaller bore requiring lighter ammunition.



Insistence on usefulness was a characteristic of our folk art. Barley fork from N. Y. State Historical Association.

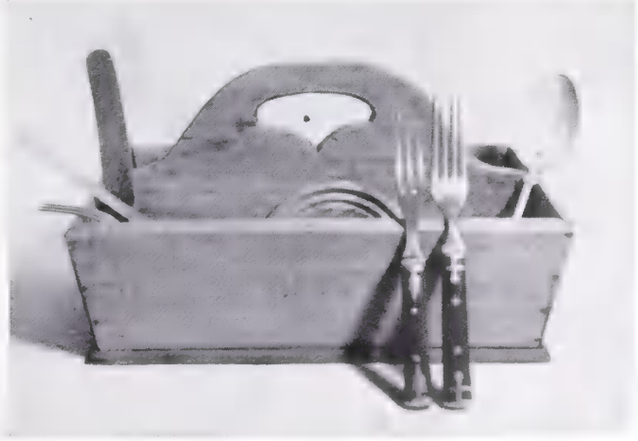
These articles of everyday use are examples of American folk art which is not conscious of itself as art. In it we find the strains which still motivate American design—the strains of simplicity, fitness to purpose, honest use of materials, invention, the creativeness that reshapes inherited forms in response to the demands of a changed environment, and the influence of one tradition upon another. This is the legacy that has shaped our contemporary American style.

The practitioners of no style think of themselves as followers or forerunners. The current style always seems to be an end in itself. Only in the long view do we see that it can be both an end and a beginning. Students of American design are prone to forget this and to see the contemporary development as something unique in the world.

We are forever being assured that our art is now at last emerging or "coming of age." But American art has emerged a good many times. It had a pretty solid emergence in the portraits and Puritan handicrafts of the 1670's. It was certainly "of age" a hundred years later when it produced painters like Robert Feke and John

(*Continued on page 273*)

PHOTOGRAPH BY JANE LATTA

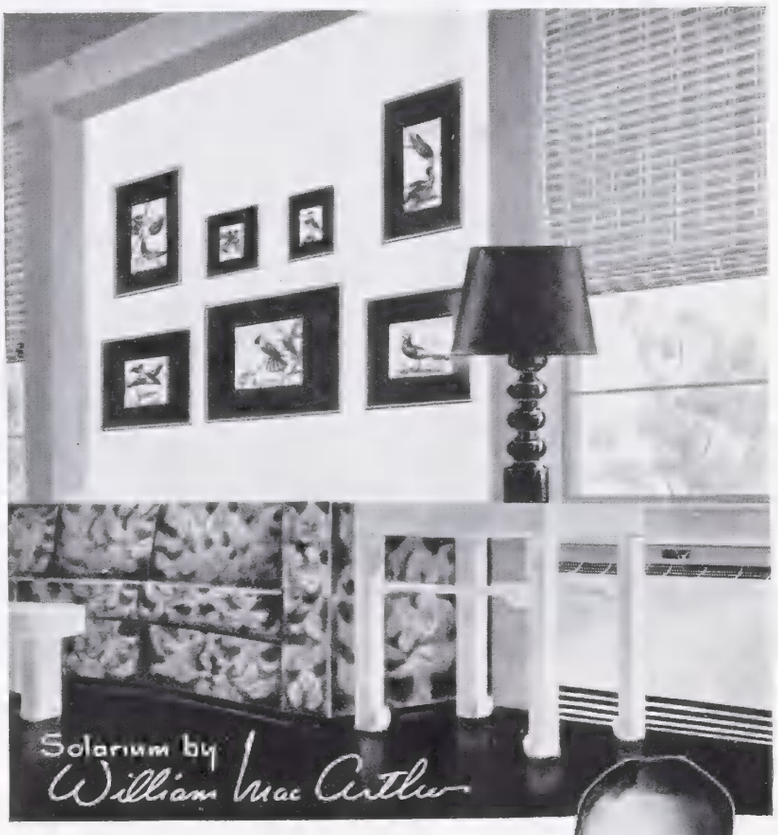


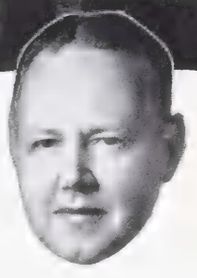
Our American folk art includes all kinds of things made by the people for their own use and enjoyment. This knife box and wood-handled cutlery with its simple metal decoration were found in Lancaster County, Pennsylvania. Collection of Jane Latta.

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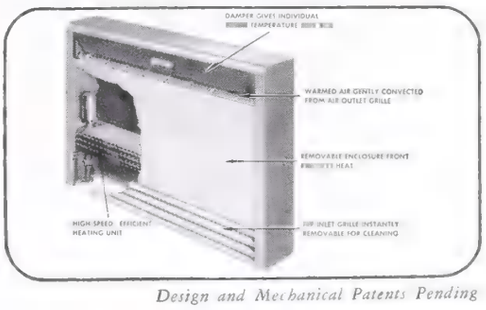


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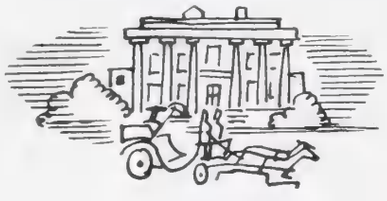
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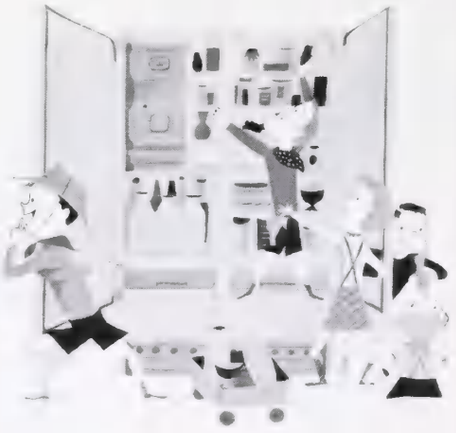
Take It Easy, Lady!

Take advantage of new labor-saving equipment and improvements in old, and you won't be a slave to housework

by Charlotte Conway



Small kitchens and small families go together. But even if the size of both is limited, there's room for a breakfast table when it's only 22″ x 30″ big. Howell's drop-leaf table can be made bigger than this by raising one or both of the drop leaves. When both are up, table measures 30″ x 49″. It is so designed that chairs can slide under and out of the way when not in use. Table top is Formica, in an assortment of colors, matched by Fabrilite upholstery on the chairs. Upholstery will take a lot of punishment, resists scratching and scuffing, practically any kind of soil. It cleans easily with a damp, soapy cloth. Legs on table and chairs are sturdy Chromsteel.



And when you come to a big family, Boy, you need lots of food, and lots of refrigerator space to keep it fresh! Frigidaire now makes a great big 17 cu. ft. refrigerator, with two doors. To accommodate it, you need a space about 67″ high, 39″ wide, and 35″ deep, plus enough room to open the doors. With this, you get a freezer space big enough to hold 56 lbs. of frozen food, 4 single- and 1 double-width Quickube ice trays (12 lbs. of cubes), two glass-topped porcelain hydrators for crisping vegetables, and a generously-sized glass low-cold storage drawer for meat or an extra supply of ice cubes.



To keep your laundry lint-and-moisture-free when you're lucky enough to have an automatic clothes dryer, Hamliton has brought out venting accessories adapted to any Hamilton installation. The laundry may be in the basement, kitchen, or first-floor utility room. But wherever it is, the new venting accessories will fit. They can be installed by your plumber, or by the man of the house, if he is handy with tools. Clear diagrams and detailed instructions come with vents.

DRAWINGS BY KELLY OECHSLI



Need a portable room heater, a warming tray, or a small cook stove? You can get them all in one easy-to-carry appliance, known as the Hot-ray Heater. With radiant glass panel in horizontal position, you switch it to HIGH to cook hamburgers, franks, fried eggs. Or switch it to LOW to keep hot food hot for hours (elegant for hot hors d'oeuvres). Or tip up the panel to warm up a room on chilly days. Tilting glass panel is bound in aluminum, mounted on a good-looking frame. It's shatterproof, won't burn if touched accidentally.



You'd never suspect it, but that exact spot where Madame is whipping up a cake is the top of a freezer. International Harvester makes it with a top as flat as your kitchen counter, to make extra work space between cabinets. It holds a lot of frozen food, too, a good 245 lbs. of it. (If you're cu. ft. minded, count on 7 cu. ft. capacity.) 36″ high, it's 44¼″ wide and 27¼″ deep. Allow 61½″ from the floor to clear top when open. You need not worry about condensation dripping on floor, for dri-wall coils keep exterior moisture-free.

(*Continued on next page*)



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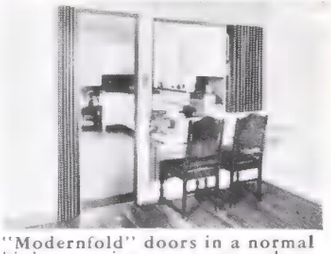
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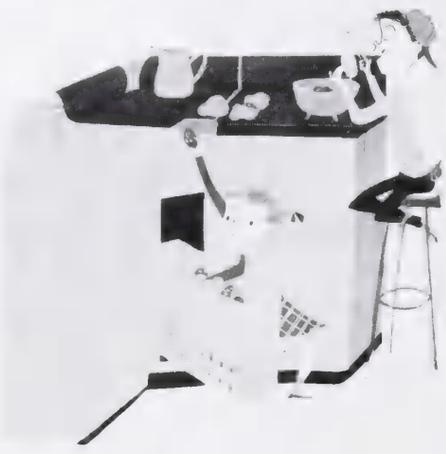
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Address.....

City.....*State*.....

TAKE IT EASY, LADY!

CONTINUED FROM PRECEDING PAGE



Wasted corners are not to be tolerated in any kitchen, but especially in a small one. American Central has invented a new corner utility bin to fit in with the regular assembly of their kitchen cabinets. The bin is ventilated, and will hold a surprising amount of food, as much as 20 lbs. of potatoes. Bin fronts come in three sizes, 6″, 9″, and 12″, to fit any imaginable dimension need. Bin itself slides on nylon glides, pulls out for cleaning with the greatest of ease. Some resourceful people find the bin extremely useful for trays.



Of all places where you need a radio, the kitchen is our choice. Any kitchen work goes faster when you can listen to a favorite program. And the radio may also bring you household hints and recipes you can put into practice on the spot. Crosley has brought out a radio especially designed for the kitchen. It takes up little space, is 6⅞″ high, 12⅞″ wide, 7 3/16″ deep. It has a sparkling white Dulux cabinet, with chrome trim, to match your other kitchen appliances. Place it on counter, shelf, or even refrigerator top.



Now you really can walk away from wash day, and with a clear conscience! Altorfer Bros. Co. has a new automatic A-B-C-O-Matic washer, and here's how you use it. Put in the clothes, add soap, set the dials, and walk away. Set one dial for water temperature, other for complete washing cycle. Machine washes, rinses 3 times, spins clothes ironing-dry. Aluminum agitator with rubber fins pulsates outward and inward in "centric agitation" to flex each article, prevent tangling. Automatic levelers adjust to uneven floors.

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B. A charming interior accomplished with Glosheen "Field Flowers" — smartly used as drapery and on chair — ideal for harmony with apple green and lipstick red.

C. The drapery and outer section of the chair in the lovely Glosheen "Ferncliffe" pattern.

D. The attractive drapery and the flounce on the bedspread are in Glosheen "Salem" — the cornice, dressing table skirt and shelf in Glosheen "Salem Stripe".

E. Colorful Glosheen "Framingham Scroll" tastefully used for the drapery — perfectly mated with a Glosheen "Framingham" studio couch cover and boudoir chair ruffle.

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★ "Home-Planned" designs for living, dining and bedrooms bring you the extra advantage of the open stock idea which assures continuing harmony throughout your home as you add new pieces in later years. Do see Heywood-Wakefield Modern at your favorite department or furniture store soon.



Beautiful Gulistan Renaissance—"the carpet of famous decorators." Nine gorgeous colors. $19.50 sq. yd.

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Formal evening gown from Christian Dior—New York.

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In a beautiful gown by the famous Parisian couturier, how lovely you'd look! But picture yourself lovelier still in a background of style and beauty—so confident in your choice of Gulistan

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You'll find your happy choice in Gulistan's complete selection, from $7.25 (higher West and South).

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IT HAS A GENUINE NEVAMAR TABLE TOP

It's a tribute to your own good taste when you choose a dinette with a NEVAMAR table top. The colors are so spirited, the patterns so charming. It's a sensible choice, too, because a NEVAMAR top doesn't have to be pampered. It's easy to keep clean with a minimum of care.

Leading manufacturers of dinettes, tables and cabinets have adopted the NEVAMAR top because it represents a scientific achievement in home furnishing, home decorating design. Read the outstanding features of a NEVAMAR top and you'll see why you can count on it for so much beauty, quality and dependable service.

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Guaranteed by Good Housekeeping
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THE NATCOLITE COMPANY
BALTIMORE, MD.

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 130



There's nothing like a folding wall table for space-shy areas, or the rumpus room. They don't come finer than this handsome Bankhead De Luxe model. Handy upper shelf is noteworthy, too. A beautiful natural-finish wood panel affixes the unit to wall with two screws. Shelves and drop-leaf are lovely, rugged Panelyte (gray, yellow, red). Complete unit with 24″, 30″, or 36″ table, $32.40, $36.90, $42.35, Rich's, Atlanta, Ga.

This new Rosebud mat is a particularly lovely member of the Princess plastic place-mat galaxy, noted for their enduring beauty and realistic look. It's a reproduction, on heavy plastic, of sheer organdy, hand-embroidered with dainty rosebuds and graceful scallops. You'd swear it was the real thing under glass. Wine or green on white. 4 for $2.50; 4 pure linen napkins with rosebud corner motif, $4. Crane's, 419 E. 57th St., N.Y.C.





This foolproof Re-Du kit makes anyone a refinishing expert. Fewer operations than usual, too, and less costly. The hand-gentle remover is self-neutralizing. That saves a step. Protecto-Kote's penetrating plastics fill, seal, stain (transparently) in one step. How it brings out the wood's natural tones and grain! Satin-Wax Finish adds the polish. Mahogany, walnut, maple, or natural. $4.20, Edith Chapman, Nyack, N.Y.

It's child's play to keep waxed areas gleaming with this Red Devil Polisher. The 6½-pound wonder glides about as docilely and effortlessly as a mop. It's small, but what polishing might! The simultaneous action of the polishing brushes and felt buffer ring around them yields a high, swirl-free luster in no time. It goes safely under rugs, draperies; gets under beds, etc. AC-DC. $29.95, Hudson's, Detroit, Michigan.





Meet the newest G-E clock-radio—a porcelain-white plastic model. Besides the evident services, it's a watchdog for any electric device (up to 1,100-W) plugged into its outlet. It turns on your coffeemaker, say, at any set time within 12 hours. There's also a 1-to-60 minute shut-off control; it signals if you wish. In the bedroom, these timers sound a morning alarm, turn the radio on and off. $34.95, Lewis & Conger, N.Y.C.

(*Continued on page* 262)

Easiest-to-use Home Freezer ever designed!



New Philco design puts 70% of capacity above knee level





DH-81—8 cu. ft. capacity in 5 cu. ft. cabinet. Holds 280 lbs.



DH-41—4 cu. ft. capacity in 2½ ft. cabinet. Holds 140 lbs.

Holds 435 lbs. of Food! No freezer ever built gives you quite as much in design, features, and money-saving value as this magnificent new 12 cubic foot Philco.

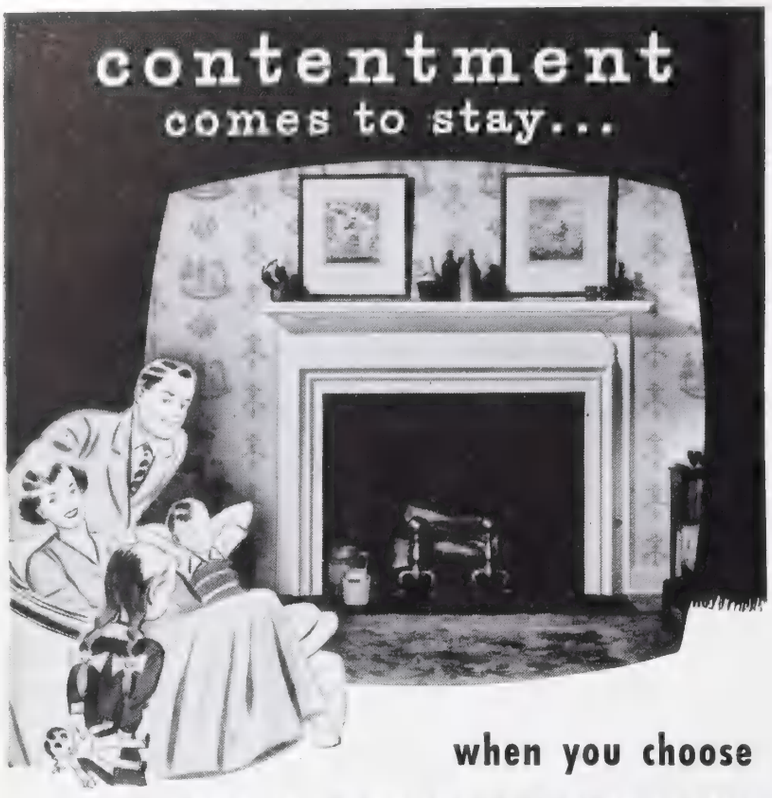
Built so a woman can use it more easily, more conveniently, it has 70% of storage space above knee level, brings more food packages within easy reach without stooping. It has a front that slopes *in to the base* so you can stand closer. It has 3 gleaming porcelain compartments with new easy-lift storage baskets and new plastic *Utilitray*.

Temperatures as low as 15 degrees *below* zero permit sharp freezing in any compartment. Far and away the most advanced home freezer for '50, this newest Philco sets a new high in freezer convenience, economy and value!

EH-121 — Illustrated above —

See all the great new Philco freezers from 4 to 30 cubic feet at your Philco dealer's now!

PHILCO *Famous for Quality the World Over*



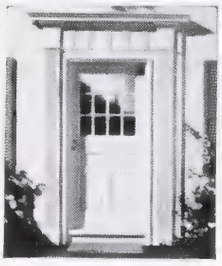
when you choose

CURTIS WOODWORK

What's the difference between Curtis Woodwork and just ordinary woodwork? Much of the difference is in *design*—the correct proportions and finely finished details that make Curtis Woodwork a life-long joy. This good design—plus expert workmanship and choice materials—may be yours, without added cost, when you build or remodel. This beautiful mantel, for instance (Curtis design C-6063), was adapted by a famous architect from an 18th century original. It's one of many designs.



You'd never grow tired of this Curtis china closet! The original of this fine cabinet is displayed in the Metropolitan Museum of Art in New York City. It dates back to the early 18th century. Design C-6503 is one of many Curtis styles for corner or flat wall installation.



It takes first-rate designing to produce an entrance like this. Note the stately pilasters, with their Gothic shaped beading! This classical design is suitable for either the one or two-story house. Any style door may be used. Curtis offers you many entrance designs.



For better-looking, lifetime-lasting doors, insist on doors with Curtis Prespine Panels. Prespine won't warp, shrink or mar. A new wood product, Curtis Prespine duplicates the natural grain of ponderosa pine—ideal for natural finishes. If you prefer paint, Prespine takes it beautifully!

1866 CURTIS WOODWORK

It's fun to choose from this Woodwork Idea Book—Mail the coupon, with 10c, for your copy!



Curtis Companies Service Bureau
563 Curtis Building, Clinton, Iowa

Gentlemen: Please send the *Curtis Woodwork Idea Book* for building and remodeling. I enclose 10 cents.

Name.....

Address.....

City.....*State*.....

What is Design?

Design is more than just a list of rules. It's understanding why the bad disturbs you —and knowing why the good pleases you

by Mrs. Anson Howe Smith

THERE is an unfortunate impression, often encountered in flower arrangement circles, that design is a thing that can be understood merely by learning rules.

People with good memories, like clever little Poll-parrots, learn rule after rule until suddenly they are frightened and confused and just can't remember any of them. People with short memories give up the struggle early in the game.

A third group accepts the challenge of design as a horticulturist accepts the challenge of a new and difficult plant. It is something of exceptional interest, to be examined and compared with past experience, then used and tested until it is thoroughly understood.

Design is not merely a trick formula with which you can take three strelitzias and a dracaena leaf and

(*Continued on page* 221)



Bad balance and conflict of interest between arrangement and portrait need improvement. Notice how blooms on left were added to balance strong dark flower centers on right. Additions on right also help adjust balance. Main lines of design are more harmonious with shape of container—structure and silhouette are improved. Relationships have become more pleasing—full, massed arrangement is more in character with Victorian setting and horizontal lines relate better to picture frame and container. Contrast of form is achieved by adding a few buds. Dark-centered calendulas gave good contrast but were disturbing until the balance was corrected. By making the arrangement more solid, the flowers assume their rightful importance, and the portrait becomes just a background for the flowers.



The leaves and flowers conflict, as do the vertical and horizontal lines, in the original arrangement. By adding the flowers, they have become the important factor, with leaves merely serving as contrast. The dominant lines have been made vertical, eliminating former competition for importance. The changes have also improved the balance of the design. The structure, which was confused, has been simplified and made more consistent. The additions have kept the silhouette interesting, and at the same time have cleared up the conflicts within it. The strong vertical lines are more in harmony with the container and with the shape of the background. Dark leaves now serve as an attractive contrast to the white flowers and they don't compete.



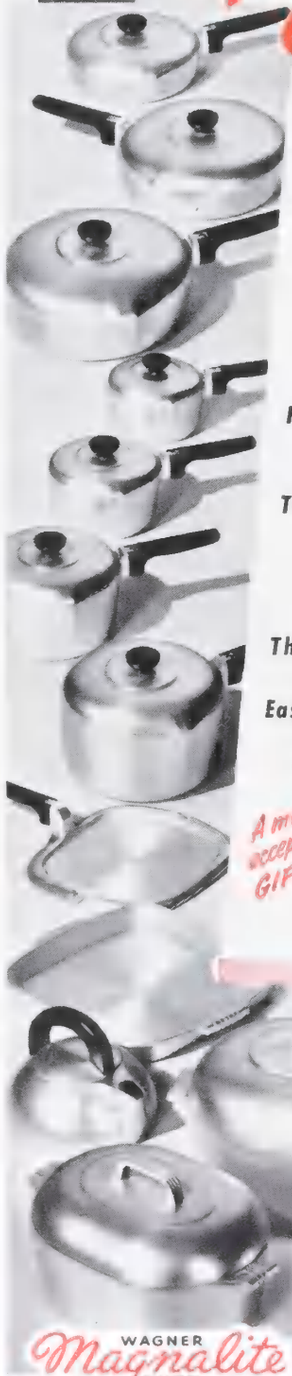
SKETCHES BY JOHN BRIMER

The roses and the grasses compete for importance. Poor balance and weak structure also make this an unsatisfactory arrangement. By adding more leaves and roses at the right, the balance was improved and the vertical lines of the grasses no longer "fight" with the horizontal line of the roses. There is one strong curved line that unites the two, and the roses dominate the design. Structure was improved by the stronger line which the grasses were too weak to carry through. Additional roses, leaves, and the bud vary the silhouette and give interest to form contrast. Originally, the relationship of proportion between roses and grasses was not good. Medium-size leaves and the bud give proper scale transition for the large roses and tiny grass forms. The grasses now serve as an interesting contrast.



"DARLING...
WAGNER
Magnalite
is what we need!"

4 TIMES MORE COOKING SURFACE





Cooks from sides, cover and bottom



not from the bottom only!

Cooks from its thick sides, cover and bottom, not from the bottom only!

Not only is Magnalite the most beautiful cooking utensil money can buy . . . it's also the most practical. Each covered piece cooks like a miniature oven . . . uses less heat . . . brings out all the delicious flavor of your favorite foods.

***Handles are heat-proof** . . . can be used in the oven . . . they are designed to fit your hand . . . will not turn or loosen with use.*

***Two straining and pouring lips** let you strain or pour from either side and regulate the stream from a mere trickle to a full flow. An advantage every woman has wanted in a cooking utensil.*

***Thick cast construction** is almost indestructible . . . keeps its shape through years of use.*

***Easy to own.** Sold by leading stores everywhere as a complete set or one piece at a time. Moderately priced.*

A most acceptable GIFT! *The beauty and usefulness of Magnalite will thrill any bride or home-maker . . . always remembered, no matter what the occasion. It's a gift that brings new enjoyment day after day throughout the years.*

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WAGNER Magnalite
'STAINLESS'

Here, truly, are the "most beautiful of all cooking utensils" . . . 15 pieces to choose from, shown above.

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Please tell me more about beautiful, practical Wagner Magnalite.

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Queen Anne

A beautiful, combination, self-starting, electric strike-clock and door chime. Plays choice of 4- or 8-note melodies for front entrance; plus signals for 2 additional entrances. Adjustable volume. $94.50 plus tax.

Rittenhouse Door Chime is a delightfully *different* gift that adds charm and beauty to the home . . . denotes more gracious living . . . provides a cheery note of welcome to guests. Choose from 14 different models at electrical, hardware, department stores.

Write for illustrated folder

THE RITTENHOUSE COMPANY, INC.
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THE BEVERLY
A popular model of stunning design. Plays rich 4-note melody for front door, one for rear. Adjustable volume. $26.50.



Rittenhouse DOOR CHIMES

America's Finest Chime Signals

OLD PROPHECIES ARE COMING TRUE

CONTINUED FROM PAGE 144

Here are the sources of the furniture and accessories shown in the photographs on pages 140-145.

Page 140

Chests: Mr. & Mrs. chest designed by Herman DeVries. The Sikes Co., Inc., Buffalo, N. Y., Shaker chest from the Index of American Design, National Gallery of Art, Washington, D. C.

Page 141

Drop-leaf tables: George Nelson design from the Herman Miller Furniture Co., Zeeland, Mich. Pewter plate, dish, and flatware, Julia Kuttner, New York, N. Y. Antique drop-leaf, Museum of the City of New York.

Captain's chairs: Nakashima design from Knoll Associates, New York, N. Y. Desk accessories including scrimshaw, C. W. Lyon, New York, N. Y. Drapery fabric, Knoll Associates, New York, N. Y. Antique chair, Helena Penrose, New York, N. Y.

Page 142

Cocktail table: Designed by Abel Sorensen, Knoll Associates, New York, N. Y. Pottery bowl and brass scoops, Helena Penrose, New York, N. Y. Antique mission chest is at Mission San Juan Bautista, Fresno, Calif. Photograph, courtesy of Index of American Design, National Gallery of Art, Washington, D. C.

Cut-out back chairs: Dinette table and plywood-back chairs designed by Harold Schwartz for Romweber Co., Batesville, Indiana. Drapery fabric also designed by Harold Schwartz, Decorative Fabrics, Inc., New York, N. Y.

Page 143

Daybeds: Modern design by Van Keppel-Green, Beverly Hills, Calif. 18th-century settee, courtesy of Index of American Design, National Gallery of Art, Washington, D. C.

Baskets: Bread basket courtesy of Index of American Design, National Gallery of Art, Washington, D. C. Terrace furniture, Van Keppel-Green, Beverly Hills, Calif. Canvas officer's chair, New Design, Inc., New York, N. Y. Coffee maker on table, Hammacher Schlemmer, New York, N. Y.

Page 144

Ladder-back chairs: Shaker rocker and cupboard are in the Jerome Count collection. Modern design chair, The Widdicomb Furniture Co., Grand Rapids, Mich.

Page 145

Furniture: Armoire (wardrobe) designed by T. H. Robsjohn-Gibbings; night chest and yellow wing chair, The Widdicomb Furniture Co., Grand Rapids, Mich.

Floor covering: Spanish handmade "Altujarra" carpet, F. Schumacher & Co., New York, N. Y.

Drapery fabric: Jofa, Inc., New York, N. Y.

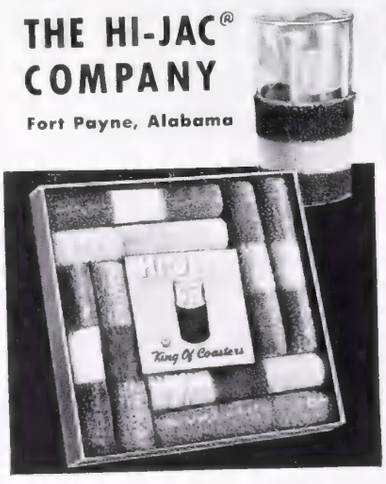
Walls: Weldwood primavera, U. S. Plywood Co., New York, N. Y.



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THE HI-JAC® COMPANY

Fort Payne, Alabama



THESE PIONEERS OPENED UP NEW FRONTIERS

CONTINUED FROM PAGE 188

Fencing (chain link): Stewart Iron Works Company, Covington, Kentucky.

Lamps (incandescent and fluorescent):

Floor lamps, Colonial-Premier Co., Chicago, Illinois.

Table lamps—living room, study, and bedroom, Mutual Sunset Lamp Mfg. Co., New York, New York.

HAS CLIMATE CONTROL TAUGHT YOU TO MAKE LIFE EASIER?

CONTINUED FROM PAGE 178

- Do you know about the fabrics that are treated so they'll stand up to the vicissitudes of climate?

  Read "Climate Control in Fabrics is 20 Years Old," page 176, October 1949.

- Do you know how to get an air-wash through your attic?

  See page 167, October, 1949.

- Do you know how a floor plan should change—when it is to be built on different sides of the street?

  Read pages 172 through 175, October, 1949.



WHAT IS DESIGN?

CONTINUED FROM PAGE 219

win a blue ribbon at the Flower Show. The principles of design are not a set of rules; they are an explanation. They are not a method; they are "the reasons why certain things have been found to be aesthetically satisfying throughout the ages."

The catch is in the word *satisfying*. If you get any personal satisfaction from learning about design, and if you can see it as the explanation of the things you have always vaguely felt, it will fascinate you. You will never know all there is to know about design, but you will understand what you *do* know. To want to know is the first step toward knowing.

ABOREDOM with monotonous patterns, a fierce resentment over too many *different* patterns, an instinctive distaste for bad color, a rejection of vague forms, give you a desire to know how to avoid these unsatisfactory results. If you are actively disturbed by bad design, it follows automatically that you will respond with pleasure when it is good. Response comes first, and knowledge can be added, a little at a time, upon a secure foundation.

What are *your* reactions to the arrangements shown on pages 218-219? Study the "before" pictures. Test what you feel by what you know about design. See how and why the superimposed changes have greatly improved the arrangements.

Check each "before and after" picture for the following six important points to be considered in any design:

1. Balance
2. Structure
3. Silhouette
4. Pleasing relationships
5. Contrast
6. Focus of attention

Searching for the point that is missing or below standard is part of the fun and is the only way, incidentally, to understand design. If you can get all six factors to work together as a perfect team, the rest will follow of its own accord. The study of design will prove to be an exciting and rewarding adventure.



CUNARD CHAIR
A Cane Back Chair in the Modern Manner, available in Pearl White, Bleach, or Painted Finishes

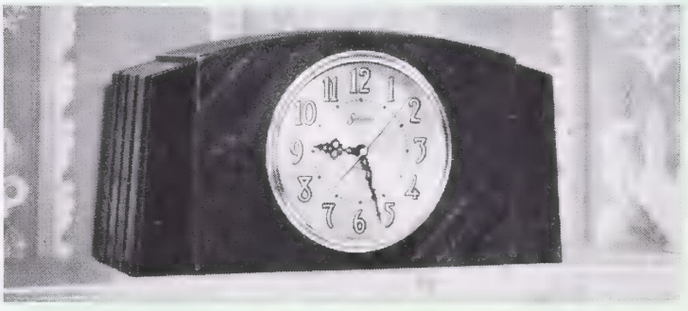
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Exceptional Furniture
FEATURING **AMERICAN MODERN**
Designed by JACK MOORE & DICK PEFFERLE, Hollywood Set Decorators
s. j. campbell co. Factory: 1335 Altgeld Street • Chicago
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Showroom 4th Ave. at 32d St., N. Y.

And Lovely Time to Your Home...

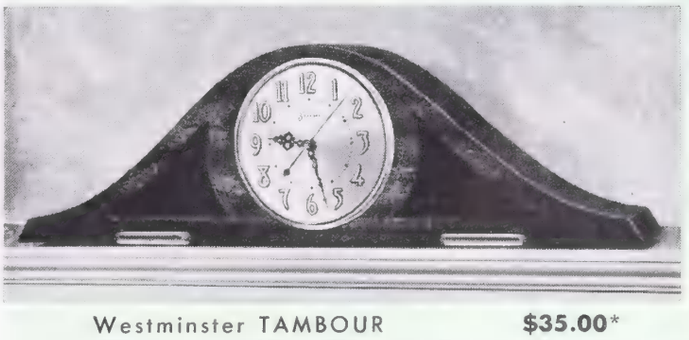


SESSIONS
Westminster Chimes

Now you can add the last word in beauty and elegance to your living room with either of these magnificent clocks. Both give you authentic full four quarter Westminster Chimes—self-correcting when hands are turned backward or forward. Both give you the absolute reliability of Sessions ultra-quiet, low speed movement. *Ask for Sessions first . . . at any dealer's.* The Sessions Clock Company, Forestville, Connecticut.



Westminster MODERNE **$37.50***
Matched grain mahogany case, only 11½" x 6" x 4", with ebony finished end panels. Sunburst gold finished metal dial with raised numerals edged in black. Highly polished gold colored sash. Black hour and minute hands, gold second hand.



Westminster TAMBOUR **$35.00***
Mahogany case, 19" x 5¾" x 4", with burl walnut overlay and brass feet. Sunburst gold finished metal dial with raised numerals edged in black. Highly polished gold colored sash. Black hour and minute hands, gold second hand.

*Slightly higher in Far West. Subject to Federal Excise Tax.

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"NOT EVEN A PUR-R-R!"



Sessions
SELF-STARTING ELECTRIC CLOCKS



Radiant Baseboards *plus*

B & G *Hydro-Flo* Heating

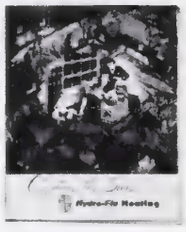
A marvelous combination for winter comfort and home beauty

Of course you want *radiant* heating for your home . . . and here's one way to obtain its full comfort and economy benefits!

B & G *Hydro-Flo* Heating (*a forced hot water system*) with radiant baseboards offers three great advantages. First, amazingly smooth and accurate control of temperature. You don't open windows to regulate the temperature in a home with B & G *Hydro-Flo* Heating . . . the system *automatically* adjusts the heat supply to meet every change in the weather. No overheating, hence no fuel wasted.

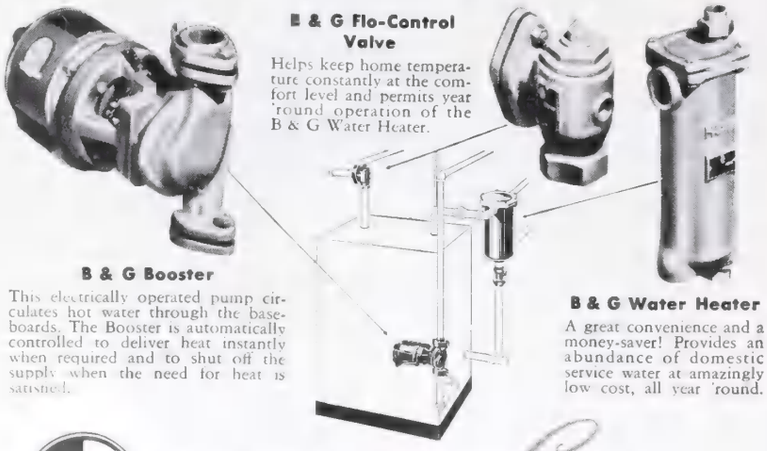
Second, *radiant sunny warmth* from heating units which look like the conventional wooden baseboard and are just as unobtrusive. Radiant baseboards distribute heat so evenly that from floor to ceiling the temperature hardly varies.

And finally, an all year-supply of hot water for kitchen, laundry and bath . . . plenty for automatic washers . . . so low in cost it can be used unsparingly.



B & G *Hydro-Flo* Heating equipment can be installed on any hot water boiler

SEND COUPON FOR FREE BOOKLET



B & G Booster

This electrically operated pump circulates hot water through the baseboards. The Booster is automatically controlled to deliver heat instantly when required and to shut off the supply when the need for heat is satisfied.

B & G Flo-Control Valve

Helps keep home temperature constantly at the comfort level and permits year 'round operation of the B & G Water Heater.

B & G Water Heater

A great convenience and a money-saver! Provides an abundance of domestic service water at amazingly low cost, all year 'round.

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Please send your free booklet "Capture the Sun with B & G *Hydro-Flo* Heating."

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City ..... Zone ..... State .....

*REG. U.S. PAT. OFF.



Our porch is completely glassed-in for protection against this area's dirty air. Our Ficks Reed furniture is kept clean by filtered air drawn in through electrostatic unit in basement. Huge glass areas make porch a visual part of living room and hall. Floor is quarry tile.

THE MOST REVOLUTIONARY NEW HOUSE

CONTINUED FROM PAGE 187

[*Note: Here Dr. Mills explains in detail how his house works. —Ed.*]

Low-cost year-round comfort for everybody—that is my ambitious goal! I think I have the answer.

I proved my principle in the laboratory twelve years ago. In developing its application to a house, I decided at the outset that the house would have to prove these things:

1. A heating-and-cooling system can now be hardly more complicated nor expensive than a good lighting system.

2. It can ignore air temperature and humidity, and still keep one comfortable. This means a minimum of difference between indoors and outdoors—less shock, summer or winter.

3. Buildings need no longer contain complicated and expensive barriers to heat and vapor transfer.

The house has already begun to prove these things. So far my family and I have been perfectly warm with outside temperatures down to 20° F. We have been delightfully cool when our instruments outside read 96° F. and 70 per cent relative humidity. This has been accomplished solely by my reflective radiant conditioning system. There is no reason to doubt its performance under more extreme conditions.

The principle itself is utterly simple:

Make all inside surfaces of a room heat-reflective, then provide one element with an easily adjustable temperature to handle both heating and cooling, winter and summer.

Simplest way to apply the principle would be to run one set of coils around the ceiling cove. In winter it would carry hot water, in summer cold water. One "temperature" switch right next to the light switch would turn the entire heating-and-cooling system on and off manually. No need to waste it when the room is unoccupied.

But unfortunately my house could not prove this particular method of application. For several reasons, I heat with an electrical

resistance element and cool with a regular refrigeration machine.

Heating

I had to "burn" electricity so I could measure easily the exact amount of energy consumed. (As soon as our measurements demonstrate the theory that reflective surfacings reduce heating loads two-thirds to three-fourths, I plan to rip out bodily my electrical heating elements and use hot water.) Let's run through a cycle, starting with room empty, system off:

You walk in, snap on the "heat" switch. Current flows through the electrical resistance element, which is just like the ones on your electric range, only bigger. This element is located in the upper part of the ceiling cove. (See cutaway diagram, page 187.) Radiant heat energy starts to build up in the room, and in just a few minutes your body heat loss is cut to exactly the right amount.

Actually there are four levels of heat available, each controlled by a thermostat. (The system is readily adaptable to additional levels if they prove necessary.) If the air is already comfortable, no heat comes on.

When you leave the room, turn off the heat—no sense wasting it.

Cooling

Perhaps the greatest thing about this entire system is its economy: Last June, during a muggy spell of heat (up to 96° F.), we were perfectly cool—at a cost of only two kilowatts of electricity per hour of operation for the entire house. That's only several cents' worth, no matter where you live. And you need operate the system only during the hot hours of the day when you're actually in the room.

The compressor in my basement, just like the one in your refrigerator, takes in warm Freon *gas*, changes it to cold *liquid* Freon, and removes the latent heat of condensation. So I simply pump the cold liquid Freon through the coil in the ceiling cove.

Cycle: Turn on the "coolness" switch. House current activates the electro-magnetic field of a solenoid valve, which then opens up and lets the cold Freon through. The Freon receives radiant heat from your body and is itself warmed. Returning to the compressor, it loses this warmth and heads for the room again. Line a refrigerator with foil and you've got the same thing, only colder. My cooling system is capable of giving comfort to as many as twelve people per room during the hottest weather we have.

What about condensation? This is the catch in radiant-cooling with an entire cold wall. In the Midwest's hot and humid summers,

(*Continued on next page*)



Our master bedroom, with its Heritage-Henredon furniture, proves we did not have to abandon our desires as to looks. New heat-reflective wallpapers give little hint of the revolutionary concept of heating and cooling embodied here. This room is actually aluminum-lined.



Your work gets lighter...
Your laundry lasts longer...
with PEARL-WICK®
HAMPERS

ONLY PEARL-WICK hampers are made of self-ventilating, steel-ribbed DUROWEVE,® the super-strong fibre that won't dent, bend or bulge...with thousands of non-clog air vents that bar destructive mildew and odors, and make your laundry last longer. Look for the world-famous Pearl-Wick label at your favorite store...it appears only on genuine PEARL-WICK hampers.



A NEW! PEARL-WICK "FLORAL" hand-decorated hamper, with ALL CLEAR INTERIOR. $9.95*



B NEW! PEARL-WICK "ROUNDER" fits even the smallest bathroom...makes ideal bathroom bench. $6.95*

C NEW! PEARL-WICK DOR-O-MATIC self-emptying CLOTHES WALL HAMPER . . . for every room in the home. $3.98*

All Pearl-Wick hampers decorator-designed in luxury colors.



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For your store name, write Dept. 92
PEARL-WICK CORP.
Long Island City 2, N. Y.

*Prices slightly higher West of the Mississippi



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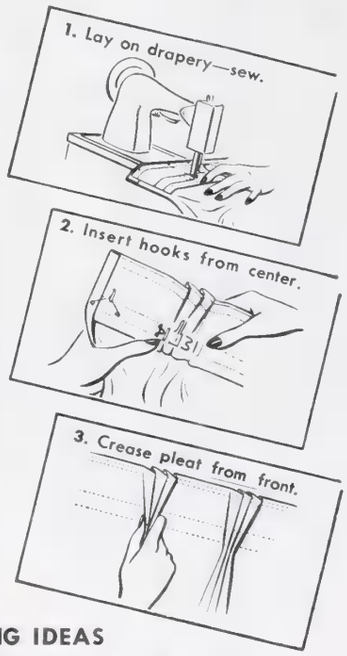
Conso® DRAWPLEAT®

(Pat. appld. for)

PLEATER TAPE

You can make Draw Curtains or Draperies with amazing ease.

The newest thing for decorating—anyone can use it for beautiful draw curtains or draperies which *fit any traverse rod.* Here's how. Lay the DrawPleater tape on drapery or curtain and space the pleating slots evenly. Sew on the three dotted lines. Insert hook, starting from center of pleat either left or right, picking up 2 slots with last slot inserted under lip of hook—do same on other side. Crease finished pleat from front by hand to form perfect pleat. Put one drapery pin at each end of curtain or drapery, hang on traverse rod. Remember, DrawPleat can be used on light or heavy fabrics, is completely invisible from the front, stays stiff through washing and cleaning, irons flat. 3″ width for 36″ and 40″ materials, 19c a yd. 4″ width for 46″ and 50″ materials, 25c a yd. Pleater hooks, 5c ea., drapery pins, 2 for 5c. (Slightly higher west of Denver). Buy in drapery departments, specialty stores or order direct.





1001 DECORATING IDEAS

Yours for 25c, beautiful, 56-page book, with color illustrations. How to decorate successfully, make slip covers, etc. Obtainable in drapery departments or write today enclosing 25c to Consolidated Trimming Corporation, 27 W. 23rd St., New York 10, N. Y., Dept. 10HB.

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DrawPleat is a companion product to the wonder pleater tape for triple-pinch-pleats

Conso® SIMPLEAT®

For regular draperies and valances, any fabric—light or heavy. Stitch, insert rod—and pleats are finished. Stays stiff through cleaning or washing, irons flat. All drapery depts., specialty stores—or order direct.

CONSOLIDATED TRIMMING CORP.

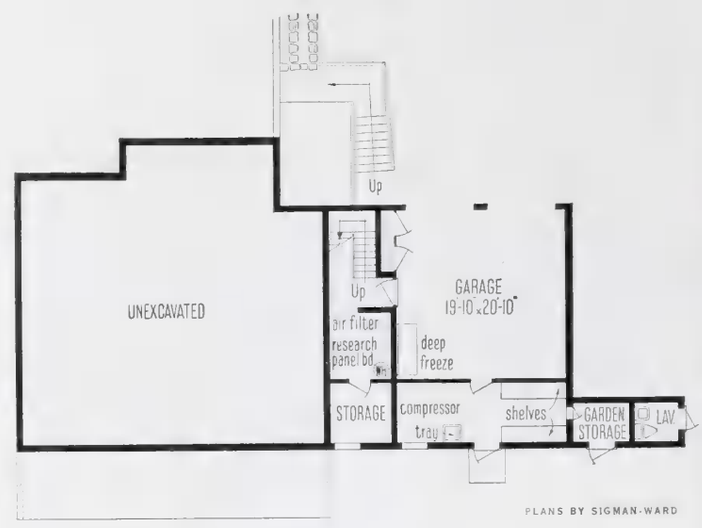
27 West 23rd Street • New York, N. Y.

THE MOST REVOLUTIONARY NEW HOUSE

CONTINUED FROM PRECEDING PAGE



The plan of my house was determined solely by the site and by our family needs. I used climate control devices to minimize the load on our heating and cooling equipment. I did not have to provide a boiler room. Otherwise, the new system had little effect on the plan.



PLANS BY SIGMAN-WARD

condensation would be terrific. But it's no problem at all with my system. Condensation is due to warm, humid air contacting a cold surface. The only cold object present in my rooms is the Freon coil in each ceiling trough. This coil cools the air immediately around it. The heavy cold air tends to remain in the trough rather than spill out into the room. Thus it minimizes the amount of warm air that can get at the cold coil. Any condensation that does form is guttered away like rainwater.

I use auxiliary heat in kitchen and baths to prevent water pipes and toilets from freezing. A thermostat turns this on whenever indoor air temperatures make it necessary. (If this sounds a bit Spartan, did I mention the exhilarating sensation of breathing cold air while your body is warm as toast?)

Ventilating

Before I tell you what I do to condition the air entering my house, be sure you understand what I *don't* do. I don't make any attempt to alter its temperature or humidity. My radiant heating-and-cooling system is completely independent of the air. As far as that goes, I could leave my windows wide open all year round.

But our house overlooks down-

(*Continued on page* 229)

Basic touch for the Colonial home



Woolturf Broadloom, heavy wool texture in Parchment Beige as shown. Also available in ten other decorator colors. Price approximately $12.95 per sq. yd.*

Nothing adds so much to the graciousness of the Colonial home as the right carpet. Without it, the decorative "keynote" is woefully missing.

Hence the attention knowing home-owners lavish on Firth Carpets. No carpet made enjoys so widespread a reputation for correct styling. For years, Firth has held undisputed style-leadership in the industry.

Right now, Firth dealers are displaying a special collection of Firth Carpets for the Colonial home. This showing is being greeted as a real event by women who wish their homes to reflect the highest standards of taste and decor. Your Firth dealer invites you to visit his showrooms this month—to see these thrilling Firth broadlooms.



Good Harmony, in a sprightly colorful floral on light gray background as shown. Price approximately $10.25 per sq. yd.*



Chromata, high pile stipple—finish broadloom in Turquoise Blue as shown. Available in eleven other decorator colors. Price approximately $11.35 per sq. yd.*

Grantly Broadloom and Rugs. A faithful reproduction of a Nova Scotia hand-hooked rug. Price approximately $5.50 per sq. yd.*

For practical home decorating aid send 25 cents in coin for Firth's handsomely illustrated brochure HOW TO ACHIEVE CHARM IN DECORATING YOUR HOME. Address: Firth Carpet Company, Dept. H, 295 Fifth Avenue, New York 16, N. Y.

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Here's a floor you'll enjoy for years to come—a floor that practically cares for itself! It's Flor-Ever, the miracle floor covering made of wear-defying "Vinylite" Brand Plastics. These sturdy, non-porous materials can be kept spotless with a swish of a mop, for dirt and grease can't sink in. The fresh, clear colors keep their sparkle, too, for they cannot become worn or scuffed . . . they're part of the floor, go right through to the backing. Use this handsome floor covering for every room in your home—it's truly economical, easy to install and so durable! If you'd like to test a piece yourself write Bakelite at address below for a free test sample.



Many lovely colors—in tile or by the yard.

You know it's right if it's... VINYLITE TRADE MARKS PLASTICS

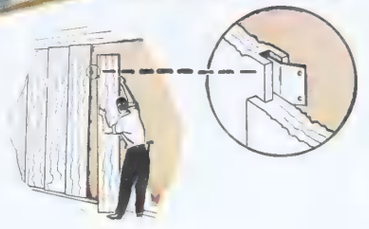
Sparkling, fade-resistant colors
Non-porous . . . so easy to clean
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Quiet, resilient to the step

There's a sure way to know you're getting the best when you buy floor covering, upholstery, table covers and other fine things made of plastic. Always look for the "Made of VINYLITE Brand Plastics" signature. You can count on these superior materials for top-notch performance every time. Pronounce the trade-mark "Vine-na-lite."

BAKELITE DIVISION, *Union Carbide and Carbon Corporation* UCC 30 East 42nd Street, New York 17, N. Y.



Here's the secret. This ingenious concealed metal clip is what holds Plankweld firmly to the wall and makes it so easy to put up. You can even nail right into plaster . . . without worrying over stud location.



New! Beautiful! Inexpensive!

. . . pre-finished wood-paneling you can install yourself!

Even the name is new. We call it Plankweld.®* And, as soon as you see it, you're certain to say, "That's for me!"

Because Plankweld puts within your reach all the soft, luxurious, lasting beauty of wood-paneled walls . . . at the price of only a few hours work, and a material cost so modest it will amaze you. And there's more!

No Finishing Required — No Nails Through the Panel

Plankweld is available in a variety of beautiful woods such as birch and oak, *pre-finished for you*. After you've paneled your room with Plankweld, you're all through! The original finish retains its soft, satiny luster for years and years . . . with just an occasional waxing.

Add it all up. Here's top-quality, pre-finished Weldwood® paneling, edge-grooved to provide a neat lap joint and to avoid nails through the face of the panels . . . cut to fit perfectly on 16″ studs . . . designed so that installation is simple enough for anyone to handle. And priced to bring you the wood-paneled room you've always wanted at *real* budget figures.

Use Plankweld over new walls or old . . . right over bare studs, sheathing . . . even over shabby wallpaper or cracked, unsightly plaster. You'll find it goes up quickly, permanently, *easily. If you can saw a board and hammer a nail, you can install this pre-finished paneling yourself.*

See Plankweld at your lumber dealer's. And mail the coupon today for the free folder that tells you how you can use Plankweld to panel your own room.

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Gentlemen:

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☐ *Enclosed is 10¢. I'd like your booklet "Beautiful Wood for Beautiful Homes", too.*



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THE UPHOLSTERY LEATHER GROUP

Tanners' Council of America • 100 Gold Street, New York 7, N. Y.



THE MOST REVOLUTIONARY NEW HOUSE

CONTINUED FROM PAGE 224

town Cincinnati and the air is very dirty. So I clean it before we breathe it. My system for doing this has nothing to do with heating or cooling:

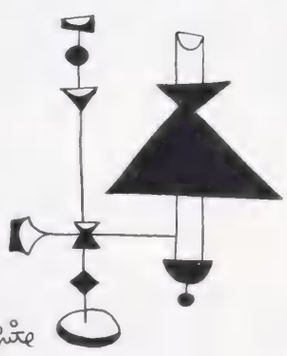
All incoming air goes between the charged plates of an electrostatic air filter in the basement. Incoming dirt particles are attracted to the plates, collect on them, and are washed off automatically every so often. Thus I introduce cleaned air through the perforated ceiling in our hall (see photograph, page 186). The slightly higher pressure inside the house continually forces air outward through all cracks and slightly opened windows. No dirt can come in against that pressure. Periodic dusting becomes a thing of the past in my house.

What about *your* house?

Well, you'll probably want to wait a while. There are no actual "bugs" in the system, but there are definitely some problems to be solved:

1. Reflective surfacing materials: Much more research is needed on the problem of reflecting various wave-lengths of radiant energy. It is not even known for sure just *why* aluminum is such a good reflector for the invisible range, nor why something white reflects all visible wave-lengths. Eventually such research may be expected to give a wide range of wall-surfacing materials. Meanwhile, you'll have to use unadorned aluminum or the wallpapers which I have used.

2. Special coil needed: For easy installation at minimum cost, you will run water for both heating and cooling through one coil—not two. This one coil will have to have maximum capacity for both jobs. This means maximum surface area. Slice through an ordinary, round pipe and you get a circle. Make that a star shape and you can have increased surface area with the same volume of water running through the pipe. This will provide utmost heating-and-cooling capacity at least pipe cost. You may be sure HOUSE BEAUTIFUL will let you know about such a pipe as soon as it's available.



3. Automatic control: My thermostats, just like the one in your living room, continually sample *air* temperature. Thus, when the weather is perfect, nothing happens when you flip the wall switch. But suppose it's cold outside. You turn the heat on as you enter the living room; everything's fine. Then five people come to call. Five walking furnaces. Soon there is too much radiant heat bouncing around the room, and you feel hot. Today's thermostats, designed for convective heating, sense this only indirectly. (The people finally warm the air somewhat.) What is needed is an instrument that measures (a) air temperature, (b) radiant temperature, (c) relative humidity. It would first correlate these readings, then issue its commands.

4. The heat pump: If you want to eliminate fuel storage, dirt, boiler, open flame, and so forth, heat with electricity. But, in most places today, electricity costs up to twice as much to burn as conventional fuels. You can get around that with a heat pump, which uses electricity to move heat from the earth into your house (and *vice versa*), giving you several units of heat free for each unit of electricity you buy. Same principle as a refrigerator.

With my system, you heat and cool only occupants and furnishings—not structure and air. So you can use a smaller and cheaper heat pump. When these are available in moderate-priced, packaged form, they'll be an ideal source of automatic heat and cold.

Still experimental

I suppose I should make more of the fact that all this is still in the experimental stage. It will be some time before tests and measurements are completed. It will take time to solve economically the engineering problems, etc. But I'm much too enthusiastic about my house to be that pedantic about it. The fact is: My family and I have enjoyed great comfort so far—in both hot weather and cold—and expect equal results in the future.

Levitt and Sons

WORLD'S LARGEST BUILDER OF QUALITY HOMES

have selected

Smoothgrain

ASBESTOS SIDING SHINGLES

—the most beautiful Johns-Manville has ever developed



Attractive ranch-type home at Levittown, Long Island, built by Levitt and Sons, leading builders of complete, self-contained communities. This home is protected with Smoothgrain asbestos shingles.

You, too, can cut upkeep expense and beautify *your* home with these new fireproof siding shingles . . . The Home Idea Book *tells how!*

● One section of Johns-Manville's fascinating new Home Idea Book tells all about these beautiful, asbestos shingles . . .

It shows how these new Smoothgrain shingles can be applied over weather-beaten siding—how they transform an old house into an attractive home. It explains why they will pay dividends for years to come, because they will never need painting to preserve them.

The book also contains hundreds of ideas for improving *interiors!* It illustrates how easily you can build extra rooms, cover unsightly cracked ceilings and walls with attractive, predecorated Panels and Plank of J-M Insulating Board.

Here, too, is the amazing story of Johns-Manville Rock Wool Home Insulation, that *saves up to 30¢ on every dollar you spend for fuel!*

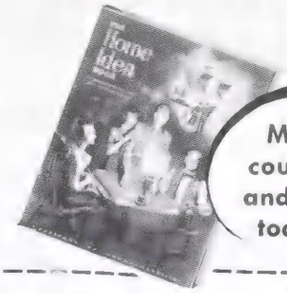
You'll find in this full-color book a complete section on new homes . . . hints on landscaping . . . suggestions on sound construction . . . hundreds of other ideas! So if you are thinking of building a new house, or remodeling your present one, fill in the coupon today, and send 25¢ for your copy.

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The HOME IDEA Book

64 pages in full color

Ideas for beautiful exteriors! Ideas for kitchens, bathrooms, bedrooms, extra rooms, new homes . . . many other features!



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Enclosed find 25¢ in coin or stamps, for copy of the new Home Idea Book.

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(The "Home Idea Book" is not available for Canadian distribution)

MAKERS OF FINE PLUMBING FIXTURES SINCE 1904

ELJER





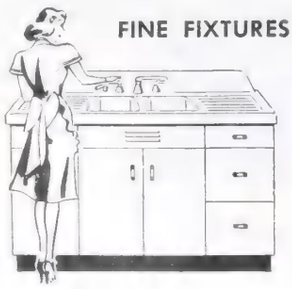
Who Said Beauty Is Only Skin-Deep?

The old saying that beauty is only skin-deep *doesn't* apply to Eljer equipped bathrooms . . . the beauty of Eljer Fixtures goes far deeper than that.

For example, Eljer Bathtubs and Kitchen Sinks have a base of *rugged, rigid cast iron,* heavily coated with glass-like enamel. Vitreous China Lavatories and Closet Combinations have a surface that is actually a part of the base itself. All this means deep, lustrous finishes that will last a lifetime with ordinary care.

The *styling* of Eljer Fixtures is beautiful, too. All are standouts in practical, functional design that will add extra convenience to your home.

Your Plumbing Contractor, Architect or Builder will help you choose the exact Eljer Fixtures you want . . . in either immaculate white or soft pastels. For free booklet on bathroom ideas write Eljer Co., Ford City, Pa.



FINE FIXTURES DESERVE QUALITY FITTINGS

When you specify Eljer Fixtures be sure that you ask for Eljer Brass Fittings. Eljer chromium-plated faucets, showers, traps, strainers and towel bars are the finest made . . . true quality companions for your Eljer Fixtures.

ELJER CO. FACTORIES AT FORD CITY, PA., SALEM AND MARYSVILLE, OHIO

FIRST HOUSE OF THE YEAR

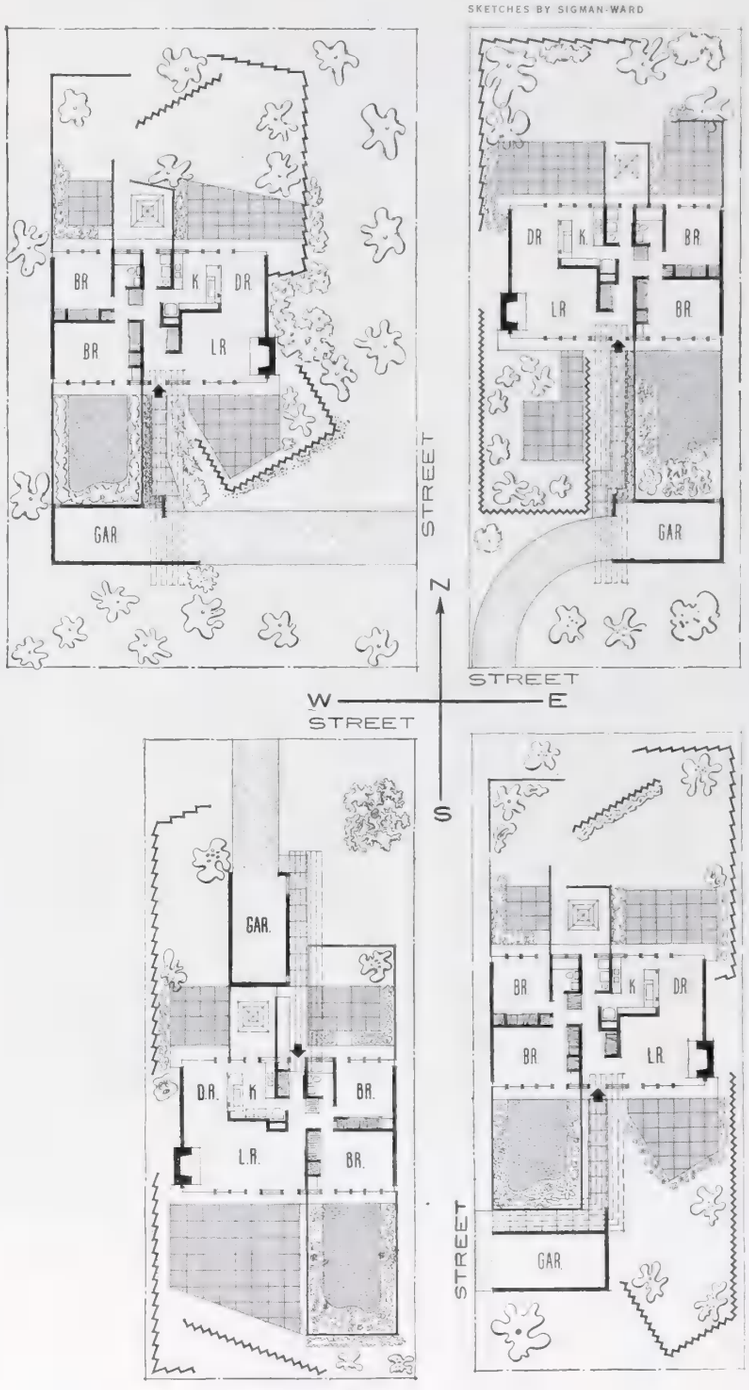
CONTINUED FROM PAGE 150

family comfort, not for show. But it doesn't force people to revolutionize their living habits in order to save space or save work. The master bedroom, for instance, has as much privacy as if it were in a 20-room mansion.

Nevertheless, it is a friendly house for friendly people. If you were determined to be exclusive, you might find it somewhat difficult in a house of this size with no less than six outside doors. There are fences to stop the eyes of the curious, but no gates to bar the path

(*Continued on page* 242)

SKETCHES BY SIGMAN-WARD



If you study these four diagrams, you will see that this house plan is quite adaptable. Plot plan at upper left shows how it is oriented to the actual site in San Diego, with the driveway entering from east side of lot. It fits with equal ease on a south front (upper right) and west front (lower right) lot. However, the plan does not work so well on a north front lot. We show how it might be modified to keep same southern orientation for living room as in other lots (lower left). Note, however, that interior circulation suffers from this switch, and the hall to the bathroom loses privacy.

NICHOLS NEVER-STAIN
ALUMINUM CLOTHESLINE



"The Washday Sweetheart"

★ LONG LASTING
★ WON'T RUST OR ROT
★ WON'T CRACK OR STRETCH
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IDEAL FOR YARDS, BASEMENTS OR ATTICS

Rain, snow or sleet will not affect it. Easy to clean with a damp, soapy cloth.

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BE SAFE! BE SURE! BUY
IN-SINK-ERATOR
AND YOU GET ALL 3!



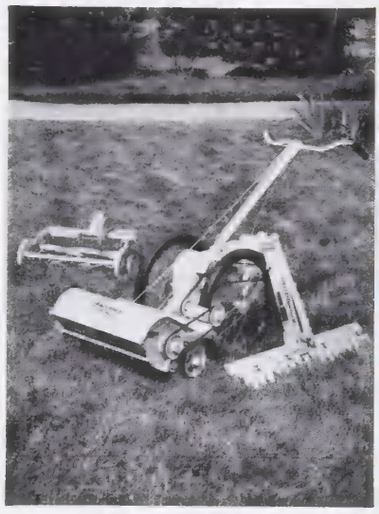
Call your plumber or mail now. In-Sink-Erator costs only $119.50 (plus installation) fits sinks—old or new. Send descriptive literature to

Name_____
Address_____
City_____ State_____

IN-SINK-ERATOR MFG. CO.
1201 Fourteenth St. • Racine, Wisconsin

WORK-SAVERS FOR GARDENERS

CONTINUED FROM PAGE 200





Power equipment to answer all lawn needs: leaf mill (center, top photo) grinds tree leaves into a mulch good for the grass; sickle-bar mower (right, top photo) cuts hay and tall weeds. Reel mower (lower photo) is for lawns. Change from one to another involves only two bolts. Jacobsen Mfg. Co., Racine, Wisconsin.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Here's an easy way to fertilize your lawn frequently (page 172). Chemical dispenser can be added to your present "Shower Queen." Uses any dry plant food. Also useful for special insect powder or any wettable 50% DDT. Acme Sprinklers, Kalamazoo, Michigan.

(Continued on page 258)



ANOTHER Chrysler Airtemp
CONTRIBUTION TO HOME HEATING

Aerfire
COMBUSTION

CHRYSLER AIRTEMP
DIVISION OF CHRYSLER CORPORATION

The heart of your home heating plant is the fuel-burning mechanism. Your comfort, and fuel costs, too, depend upon its efficiency.

In Aerfire Combustion—the fuel-burning mechanism, flame pattern and heating unit design are tailored to the combustion characteristics of each type of fuel.

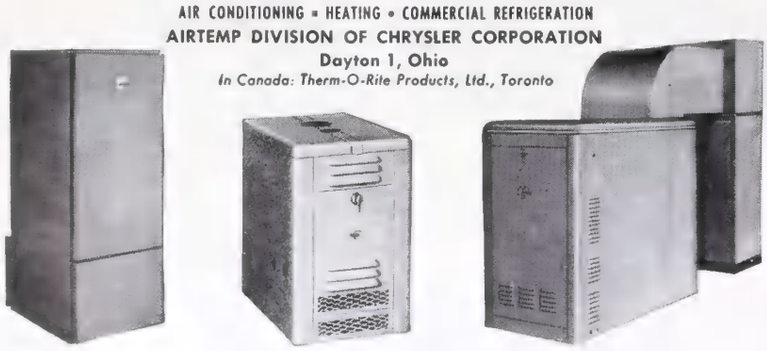
Aerfire Combustion provides an aerated flame—with just the right amount of fuel—just the right amount of air—automatically controlled for the most efficient use of gas, oil or coal.

Through Aerfire Combustion—Chrysler Airtemp advanced engineering has linked scientific burning of fuel with compact, modern design in a complete new line of home heating equipment.

Ask your Chrysler Airtemp dealer to show you the various new units and systems ranging from 60,000 to 230,000 B.T.U. output capacities—for warm air, steam or hot water heat.

Get set now for a new home heating luxury at a new economy. Enjoy controlled indoor climate during the long winter months.

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AIR CONDITIONING • HEATING • COMMERCIAL REFRIGERATION
AIRTEMP DIVISION OF CHRYSLER CORPORATION
Dayton 1, Ohio
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I use Gas ☐ Oil ☐ Coal ☐ for Warm Air ☐ Hot Water ☐ Steam ☐
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THE PLAYHOUSE

CONTINUED FROM PAGE 154

producers. Such atmospheric lighting effects are completely new in our times. And because they must be artfully designed and built into the structure, they are not cheap and are, therefore, not commonly seen.

As noticeable as our new use of light is the new use we make of the out-of-doors. The Victorians strained after this, but they didn't have insulating glass. A hundred years ago, as soon as they were able to build with glass at all, an all-glass room, the conservatory, containing an indoor garden, appeared in luxurious homes. But the Victorian conservatory remained something merely tacked on the building. Its flowers and its fountains did not enter the body of the house at all. You never sat in the conservatory. It was more like a hall.

TODAY the whole house takes on the quality of a garden room. Our rooms have glass walls and are flooded with sun. The carefully regulated temperature of our houses themselves surpasses the conditions in the Victorian conservatory. This makes it possible to grow plants in the house to an extent to which it was never possible before. And we have more varieties of plants at our disposal. We are no longer limited to the fern, the aspidistra, and the palm.

Just as our houses have become more livable for plants, our gardens are more livable for people. We build them with the intention of living in them. We provide easy communication, both visually and actually, between the garden and the house. We heat the floors of terraces. We light the gardens as extensively and as excitingly as we do the house. We treat different parts of the garden as different rooms—this one a sunny, wind-sheltered sun trap, another shaded from the sun and arranged to catch every bit of breeze.

But the chief difference between our garden and the Victorian one is not the appearance or the way in which it is laid out, but in the life which goes on in the place. This is symbolized by the difference between the croquet court and the swimming pool. Not only is the swimming pool a well-kept body of water beautiful in itself, but it gives great pleasure in its use. Even for the spectator, it makes the grace and beauty of the human body in action part of the adornment of the garden. The contemplation of this adds another dimension to experience.

The real character of a house does not lie entirely in its appearance. Its character derives from the sum total of the way in which it contributes to the richness and beauty of the life within. Appearance is important only insofar as it contributes to this.

Four hundred years ago, the printed word widened man's horizons, but it complicated his house. It added a new room, the library. Today, another means for annihilating time and space, through recorded music, has been put at our command. Through it, the whole range of experience, from its most sensuous elements to its most intellectual ones, is brought into our life, yet this new addition, instead of complicating our houses simplifies them. For in order to hear recorded music, not one single thing—not even the mouth of the loud speaker—need appear. In the most luxurious small houses all the sound mechanisms are built in and concealed. As the lighting fixture disappears from the modern home, so is the musical instrument disappearing. Music, like light, becomes an experience without being seen as a piece of furniture.

So we become aware that the apparent simplicity of the new houses is a most deceptive thing. It is not bareness, meagerness, nor even straightforwardness. It is a rich thing rather than a poor one. It results from a high degree of organization in all parts of our life.

EVERYTHING in our houses tells of the highly developed society in which we live. There is a great network of social services, of community life, which creates the form of our houses, just as much as if they were pieces of furniture in the room. The Venetians had marble steps, but they did not have a daily postal service. However, it costs more to keep a postal system working day after day, year after year, than it does to build marble halls. Wealth is no longer displayed by the possession of things which are merely expensive, like carved furniture, which, once you get it, is merely something which has to be dusted every day. With us, wealth is shown by the way in which we make our environment work for us. It is this workableness that is the secret of what we have which is different from everything else in

(*Continued on page* 234)

Why climb stairs?



HomeLIFT

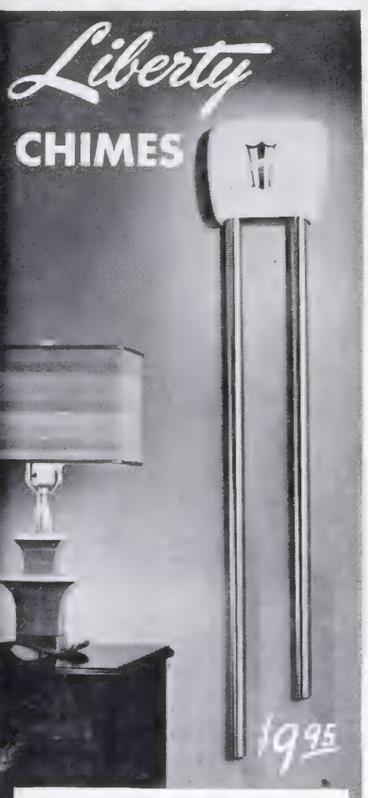


EscaLIFT

The SHEPARD HomeLIFT or EscaLIFT is the practical solution for the family interested in eliminating stair climbing drudgery. Safe—easy to install and operate—and priced within the family budget. Representatives in all principal cities—write for descriptive bulletins.

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Liberty CHIMES



Beautifully styled, sensibly priced, Liberty Chimes add a tuneful note of easy charm to your home. Their deep, warm tones call you to the door gently, pleasantly. Nine decorator designs in four- and two-note chimes, from $3.50 to $19.95.

FREE BOOKLET ON REQUEST

THE LIBERTY BELL MFG. CO.
MINERVA, OHIO

NOT JUST FOR COMPANY!

CONTINUED FROM PAGE 195

of their cookery has taught them to make the most of very little. Consequently, these techniques are ideal for leftover cookery, where you start with limited quantities—particularly meat.

If you haven't investigated smörgasbord cookery, I recommend you start at once. Get Anna Olsson Coombs' *The Smörgasbord Cookbook* (Current Books) and start broadening your repertoire with Scandinavian tricks. Here's how I do the Stanton version:

ON Sunday nights for supper we raid the ice box. One of my family's favorite raids, when I have saved enough cooked foods to make it, is smörgasbord. Having a freezer is the biggest aid, but if you haven't one, you can utilize an ice tray.

During the week I wrap small amounts of leftover meat in wax paper, put them in a small nylon bag, expel the air, twist the end of the bag, put on a rubber band to keep out the air, and pop them into the freezer. (These meats will keep frozen for several months, if you want to hoard them for a big smörgasbord party.)

But for our Sunday night parties, with or without guests, I get these meats out of the freezer Saturday night and put them in the refrigerator. Sometimes I slice the meat paper-thin. Other times I chop it and mix with sour cream and a little diced celery. Or I make different spreads, mincing the meat and following the line of least resistance by using whatever happens to be on hand.

I arrange these cold things in our little curry condiment dishes on the lazy susan, with piles of French bread, so everybody can spread and combine to suit himself.

Often I have a large bowl of cottage cheese with chives, and a bowl of canned beets with chopped green onions and a little white wine vinegar. (Do not throw away the juice from the canned beets for that makes a delicious Borscht for Monday night's dinner, by adding a can of consommé, finely-chopped cabbage, and green onion, served with a spoonful of sour cream.)

Sometimes I serve the smörgasbord with an accompaniment of rye bread and Rye Crisp. If the evening is cold, a bowl of hot soup comes first. This can be a fun supper for Sundays, and can be so easily done. For you have collected your

(*Continued on page 246*)

to make your home more lovely



This charming Bedroom Suite is available in Heather Walnut, Limed Oak and bright, new Dawn Gray Walnut. Its design makes it flexible for varied room arrangement.

Beautiful BEDROOM FURNITURE Styled with Vision BY HOOKER-BASSETT

With beautiful *Hooker-Bassett* Bedroom Furniture, you'll create rooms that are good examples of clever planning, practical usage and flexible decor. *Hooker-Bassett* helps you achieve bedrooms typical of today's uncluttered, casual approach to living, with ideas that are fresh, vital and worth taking into your home. This modern furniture is reasonably priced, and sold by progressive dealers throughout the United States.



This new, different *Hooker-Bassett* modern suite is offered in three decorator finishes — Sliced Walnut, Blond Samba and Dawn Gray Walnut. *Hooker-Bassett* Bedroom Furniture is well-constructed of quality materials, and offers many exclusive design features. The brilliant hardware is in brushed brass.

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It stands for loveliness in design, plus noteworthy quality, and is backed by Hooker-Bassett's 25 years of experience in creating furniture for gracious living at moderate cost.

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FURNITURE COMPANY, Inc.
MARTINSVILLE, VIRGINIA



Latticed wall of Blue Ridge Doublex Glass transmits light two ways, creates a center of beauty on both sides. Architects: Leon and Lionel Levy, New York City.

Light up two rooms

...THROUGH ONE WALL

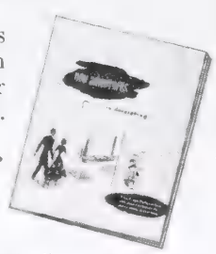
You get a stunning effect with a wall of translucent glass. Light from one room streams through into the other. Both rooms are brighter, more interesting, with a decorative partition of patterned glass that lifts them far above the ordinary.

More than 20 patterns of Blue Ridge Glass give you a wide choice in decorative themes. You can choose from linear, textured and checkered patterns . . . patterns of pronounced design or patterns that create an all-over, softly-diffused glow of light. Though they transmit light, they obscure vision from room to room, giving you privacy.

Blue Ridge *Patterned Glass* is economical. It provides a finished wall surface for two rooms at once. It never needs painting or refinishing. Ask your L·O·F Distributor (he's listed in the yellow pages of your phone book) to show you the distinctive Blue Ridge Patterns. Or mail the coupon below for full information.

NEW ADVENTURES IN DECORATING

This illustrated book shows many ideas you can use to brighten every room with Blue Ridge *Patterned Glass*. For your copy, send 10c with coupon below.



Blue Ridge Sales Division
Libbey·Owens·Ford Glass Company
84105 Nicholas Building, Toledo 3, Ohio

Enclosed find 10c for my copy of "New Adventures in Decorating"

Name (please print)_____

Address_____

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BLUE RIDGE *Patterned* GLASS

FOR SOFT, DIFFUSED LIGHT • SMART DECORATION • COMPLETE PRIVACY

THE PLAYHOUSE

CONTINUED FROM PAGE 232

the past. It is something which is characteristic of a new kind of wealth and well being—an American one.

It is the house which works perfectly—which has the unobtrusive comfort of Climate Control: which has perfect livability for the present time: which is the embodiment of luxury today. It is infinitely more desirable to be comfortable in a simple room than to be alternately freezing and sweltering in a room with Renaissance paintings on the walls. Keeping up with the Joneses has become a new kind of race. We no longer need to own elaborate carved furniture in order to keep up with the Joneses. The Joneses have gone in for summer air conditioning and are preserving their Florida tan by sitting in their outdoor sun-trap in March and April.

The new control over light, new ways of garden design, and the advent of recorded music do not represent all the new resources at our disposal for the betterment of our houses, by any means, whether they be playhouses or one of the numerous other types we Americans have. We are able to use delicious, delicate colors and plain surfaces because we have the means to keep them clean. Before vacuum cleaners and dry-cleaning methods, we had to rely on the use of dark colors, which did not show the dust, and patterned surfaces—a kind of camouflage in concealing spots.

As a result, manufacturers have come forward with objects not only better suited to our needs, but also styled more suitably for the requirements of today. European manufacturers are finding it increasingly hard to produce articles acceptable to American taste. Present-day Americans who are overcome by a desire to bring into their houses something unusual and lovely from abroad are more inclined to cover their walls with orchids, flown in from Hawaii for a party, than to acquire French tapestries for which we no longer have the wall space anyway.

Just as we use new ways to secure richness and variety in the house, so we use new ways to acquire the sense of dignity and restraint. We no longer need to use furniture designed for a period in which people did not lounge in public or cross their knees. The same effect may be secured more easily and permanently by relying on well-proportioned rooms, well-designed modern furniture, and the absence of clutter or the bizarre.

With our new attitude toward decoration we see that no article in our possession should have a vested interest in its place. Everything which stays in the house should prove its right to remain by demonstrating its usefulness, its beauty, and its compatibility with what is already there. When we have done this, as is being done in the new playhouses, we have taken a great step forward in the display of discrimination, taste, affluence.

With the luxurious and deceptively simple small house—itself merely an incident in a beautiful garden which provides for outdoor living and play—it is not necessary to leave one's house and go anywhere in order to secure relaxation. It can be done better at home. This is the kind of luxury for the new kind of living. It forces certain conclusions from us. Above all, it makes us realize that in our bright new world there is more than one way to build our houses, to decorate and furnish them.

There is more than one way to add richness to our lives—more than one way in which to live.



The
Mary Pray Chair
Tufted Seat

This solid mahogany copy of an English Victorian side chair is a lovely piece to own. The lines are simple and clean and its decorative qualities alone recommend it—to say nothing of its sturdy construction for usefulness. Also made with plain seat.

A decorator chair
by
Jamestown Lounge Co.
Jamestown, N.Y.

Ask your dealer to show you this chair

Fine woods and meticulous workmanship even in such details as moldings gives The Playhouse its luxurious appearance. But besides its handsome looks this house enjoys the luxury of easy maintenance. In the list below you'll see materials, like Virginia Greenstone floors and Micarta worktops, that helped make this possible.

Construction Materials

Foundations: Reinforced concrete waterproofed with "Red Label Suconem," Super Concrete Emulsions, Ltd., Los Angeles, Calif.

Structure: J. & L. Junior steel beams, Junior Steel Company, Los Angeles, Calif.

Windows: Sliding aluminum sash, Glide Windows, Inc., Burbank, Calif. Glass in living room, "Twindow," Pittsburgh Plate Glass Co., Pittsburgh, Pa. "Factrolite" obscure glass, Mississippi Glass Company, New York, N. Y.

Paints: Pen-Chrome Driftwood stain on exterior cypress, O'Brien Corp., South Bend 21, Indiana. Interior paints job-mixed, Sherwin-Williams Co., Cleveland, O., and W. P. Fuller & Co., San Francisco.

Weatherstrip: Monarch Metal Weatherstrip Corp., St. Louis, Mo.

Finish Flooring: "Hermosa" tile, Gladding-McBean & Co., Los Angeles, Calif. Virginia Greenstone and marble, Vermont Marble Co., Los Angeles, Calif. Cork and rubber tile, Armstrong Cork Co., Lancaster, Pa. "Marine Deck" plastic in kitchen and pantry, Congoleum-Nairn, Inc., Kearny, New Jersey.

Hardware: Sliding-door track, Grant Pulley and Hardware Co., Woodside, N. Y. Jalousie hardware "Win-Dor," Casement Hardware Co., Chicago, Ill. Floor checks, Oscar C. Rixson Co., Chicago, Ill.

Plumbing Fixtures: American Radiator and Standard Sanitary Corp.

Bathroom accessories: Hall-Mack Co., Los Angeles, Calif.

Water softener: Permutit Company, New York, N. Y.

Heating: "Zone-Aire" forced air, Payne Furnace Company, Beverly Hills, California. Circulator, Bell & Gossett, Morton Grove, Ill. Controls, Minneapolis-Honeywell Regulator Co., Minneapolis, Minn. Electric heater for baths, Thermador Electrical Mfg. Co., Los Angeles, Calif.

Fireplace damper: Bennett-Ireland, Inc., Norwich, New York.

Firescreen: William H. Jackson Company, New York, N. Y.

Heating Insulation: 4" Fiberglas batts between ceiling joists, Owens-Corning Fiberglas Co., Toledo, O.

Sound Insulation: Acoustical plaster in living room and dining room, Blue Diamond Company, Los Angeles, Calif. "Sanacoustic" in kitchen and pantry ceiling, Johns-Manville, New York 16, N. Y.

Kitchen and Laundry

Equipment: Ventilating fan, Trade-Wind Motorfans, Inc., Los Angeles, Calif. Refrigerator, dishwasher, and "Disposall," General Electric Co., Bridgeport, Conn. Automatic washer and dryer, Westinghouse Electric Corp., Mansfield, Ohio. Micarta counters, U. S. Plywood.

General

Telemusic Remote Control Music System: Crawford's, Inc., Beverly Hills, Calif.

Wallpaper: C. M. Stockwell Co., Los Angeles, Calif.

Wall Safe: Mosler Safe Company, New York, N. Y.

Clocks: American Clock Company, Los Angeles, Calif.

Pandanus (grass) Cloth: Knoll Associates, New York, N. Y.



DONNELLY-KELLEY Mirrors

Expert hand-engraving brings out the beauty of this falling-leaf pattern to make this crystal-clear mirror a jewel-like addition to any modern or traditional interior. Write for illustrated folder.

Donnelly-Kelley Glass Company, Holland, Michigan

Buying a Mattress?

Be sure it's *REINFORCED* with

STRONGER* LONGER-LASTING

PERM-A-LATOR TRADE MARK

Wire Insulators



Look for this tag *when you buy* MATTRESSES BOX SPRINGS UPHOLSTERED FURNITURE

Steel wires keep padding out of springs—Prevent "Coil Feel" . . . Lumping . . . or Sagging!

PERM-A-LATOR . . . the new miracle *wire* insulator is the *strongest* insulator used in making mattresses, box springs and upholstered furniture. Tough spring wire pad is placed directly over the springs before padding is applied. It acts as a permanent barrier to keep padding from shifting or sinking into springs—prevents "coil feel", lumping or sagging. PERM-A-LATOR Wire Insulators allow greater spring action, giving you more comfort and adding years of life to mattresses and upholstered furniture. Insist on this extra value that costs no more!



*PROVEN STRONGER

Over 2½ million rolling cycles have been made in independent tests on standard mattress made with PERM-A-LATOR Wire Insulators. Tests proved conclusively that PERM-A-LATORS do not let padding sink into the springs, and last more than twice as long as other insulators.

PERM-A-LATOR TRADE MARK Wire INSULATORS

"The Backbone of Your Mattress"

Guaranteed by Good Housekeeping — REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

Write for booklet!

Tells how Wire Insulators add longer life . . . greater comfort to all upholstered products.

Manufactured by FLEX-O-LATORS, Inc. Carthage, Mo.

FACTORIES IN CARTHAGE, MISSOURI AND NEW CASTLE, PENNSYLVANIA



before you make your lifetime investment in fine furniture . . . SHOP and COMPARE

That's the best way to make sure your final choice is truly satisfying.

But before you are through shopping, visit your local R-WAY company-owned showroom. Here you will enjoy browsing through individual rooms where attractive bedroom and dining room suites are displayed. Here you will find R-WAY'S modern methods of merchandising – – – combined with progressive manufacturing – – give you smart styling, superb quality and great value . . . all far in excess of the price.

So, come in and compare. Expert consultants are in attendance. Purchases may be arranged only through authorized R-WAY dealers.



R-WAY FURNITURE CO.
For years known as NORTHERN FURNITURE

See phone book for address of nearest showroom in Baltimore — Boston — Chicago — Cincinnati — Cleveland — Dallas — Detroit — Kansas City — Milwaukee — Minneapolis — New York — Philadelphia — Pittsburgh — St. Louis — Sheboygan.



Send 25c to R-way, Sheboygan, Wisconsin, for a copy of "A New Epoch in Furniture". This interesting 48-page brochure describes in detail how R-way Furniture is made.

ATTENTION: MEN

3 Workrooms Worth Copying

by W. W. Ward

The well-planned workshop increases both pleasure and efficiency in your homework

The whir of a wood lathe or the thin whine of the scroll saw is echoing more and more from the attics, basements and garages of American homes. The man of the house can often be found amid shavings and sawdust, and as proud of a newly-wrought bookcase as he ever was of a birdie on the sixteenth hole.

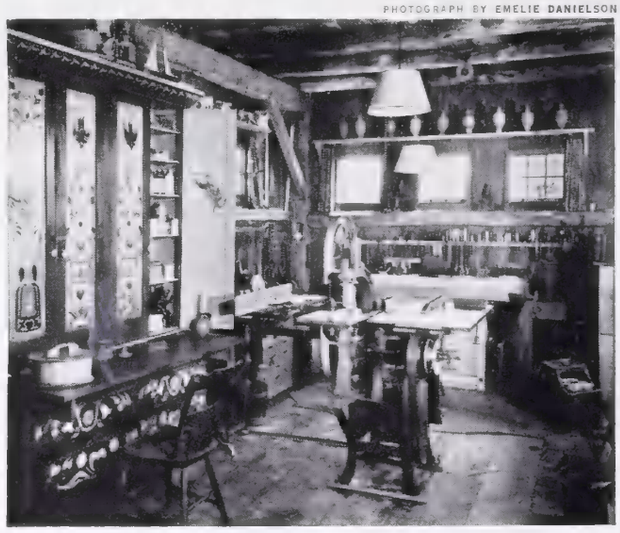
For the workshop is creative. That homemade birdhouse out in the side yard will outlast a dozen crumpled scorecards.

A hammer, saw, an assortment of nails in an old cigar box may be the workroom acorn. But grow they will, as the skill and enthusiasm of the owner grows, until the placement of the racks, the shelves, the cabinets, the benches and all the implements becomes as complicated as the furniture arrangement in the living room.

Utility is the keynote. Rack upon rack of chisels, hammers, screwdrivers and bits must be placed where the man at the work table can reach them quickly and easily. Cabinets holding paints and varnishes must be close to the spray rack; nail and screw compartments handy to the place of as-

(*Continued on page* 241)

PHOTOGRAPH BY EMELIE DANIELSON



● Here is planned workshop utility in a room the other side of which (not shown) is frequently used as an informal sitting room in a remodeled barn. Overhead lamps spotlight precision carpentry. Tools and power saws are quickly accessible. Barn at Goodhill Farms, home of Mr. & Mrs. R. T. Greens, Roxbury, Conn.

How *Glass* can build beauty into your home

AN EXCITING CLIMAX to your home decorating plan is a bathroom with walls of lovely Carrara Structural Glass. These Carrara walls—so perfectly and elegantly modern—can be applied right over your present bathroom walls if you like. And you have ten appealing colors of Carrara Glass to choose from. Once you've installed Carrara, you'll have your reward not only in enhanced bathroom beauty, but in permanence, economy and easy cleaning, too. (Note the handsome panel of Plate Glass Mirrors above the tub.)



ONE OF THE SIMPLEST • • • and most effective . . . decorating tricks of them all is the use of a Pittsburgh Plate Glass wall mirror like this behind your dining-room buffet. It forms a perfect setting for furniture and silver, increases the apparent size of the room, and reflects in warm detail the color, movement and good cheer of pleasant meals. And for a graceful finishing touch, why not a mirrored or Plate Glass top for buffet and server?



MADE PG FROM PITTSBURGH PLATE GLASS

TO BE SURE you're getting genuine Pittsburgh Plate Glass when you buy, look for this Pittsburgh Label.

WHERE TO BUY. Your department or furniture store or other local glass dealer can help you work out your ideas for using glass and mirrors in your home.

New Free Booklet!

Just off the presses! A brand-new 24-page book, packed with practical suggestions for using glass and mirrors effectively. Illustrated in color. Ideas for old homes and new.

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2127-0 Grant Building, Pittsburgh 19, Pa.

Please send me, without obligation, your free, illustrated booklet, "How to give your home Glamour with Glass."

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A different type of carpeting!

you spend LESS...get MORE!

For fourteen of its 110 years, Beattie has worked with a new type of carpeting . . a blend of wool and rayon

For fourteen years this carpeting has been tried and approved right on the consumers floors... has been

improved and perfected. Today we assure you that Beattie's Wool-and-Rayon Carpeting offers you more beauty,

more color loveliness, more textural richness, more serviceability per dollar spent than the traditional

type of floor covering.. and we make both kinds! The Beattie Mfg. Co., 295 Fifth Ave., New York.



Carpets by Beattie

SINCE 1840

BMC

THIS SIGN IDENTIFIES THE FLOOR COVERING DEALER FEATURING THE BEATTIE LINE



Bright New Symphonies FOR YOUR BEDROOM

*The **Tempo** Groups in Genuine Mahogany—Sunny Dawn or lustrous Nocturne finish*

Strike a thrilling new note in your bedroom with either of the open-stock Tempo Groups by Drexel. The splendor of mahogany shines in either the bright new Dawn finish or the deep Nocturne piano finish, and is dramatically highlighted with bevelled picture-frame panels. Brass cello-key pulls add unique harmony to your setting. Despite the luxury look these new groupings give your bedroom, the price is moderate. Especially moderate when you consider the fine genuine mahogany, the gleaming 28-step finish, the heavy cast-brass pulls, the cabinet-maker extras like dust-proof construction, center-guided drawers and sturdy, engineered design. See both the fifteen-piece Tempo Groups soon. Look for the "by Drexel" brandmark—your proof of fine craftsmanship.

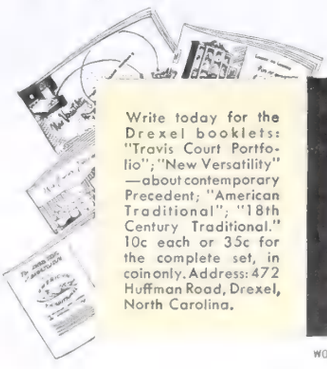


A panel bed derived from ancient sleigh-beds, a capacious and hard-working chest, an ample vanity, and a convenient night table combine their talents to provide you with a room brimming with restful originality.

FOR FURNITURE VALUE BUY DREXEL



NEW! Drexel Cream Wax—cleans, polishes, feeds and protects the finish! Originally formulated for use in the Drexel finishing rooms, now available for you. Pint bottle obtainable at Drexel dealers only.



Write today for the Drexel booklets: "Travis Court Portfolio"; "New Versatility"—about contemporary Precedent; "American Traditional"; "18th Century Traditional." 10c each or 35c for the complete set, in coin only. Address: 472 Huffman Road, Drexel, North Carolina.

by Drexel

Drexel FURNITURE COMPANY

DREXEL, NORTH CAROLINA

WORLD'S LARGEST MANUFACTURER OF QUALITY BEDROOM AND DINING ROOM FURNITURE

at last...“wipe-clean” venetian blinds!





even jam wipes right off

new Flexalum® plastic tape

and spring-tempered aluminum slats

It's the biggest wife-saver to hit housekeeping in ages—the amazing new Flexalum plastic tape! It cuts cleaning time from hours to minutes—needs just a stroke of a damp cloth to erase all trace of grease, grime, spots, stains, even the tackiest jam. No more dirty tapes, discolored tapes, tapes that ruin a blind's beauty by losing their own! See your custom venetian blind dealer about the modern miracle blind that's completely wipe-clean with Flexalum tapes and slats.

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

only Flexalum gives you all these advantages:



AMAZING PLASTIC TAPE
Weather won't faze it! It won't shrink in the rain, won't rot or mildew. Sunlight won't ruin those locked-in colors. Daily up-and-down tugging won't stretch or fray it. It's the completely new and modern tape that keeps your blinds lovelier longer!



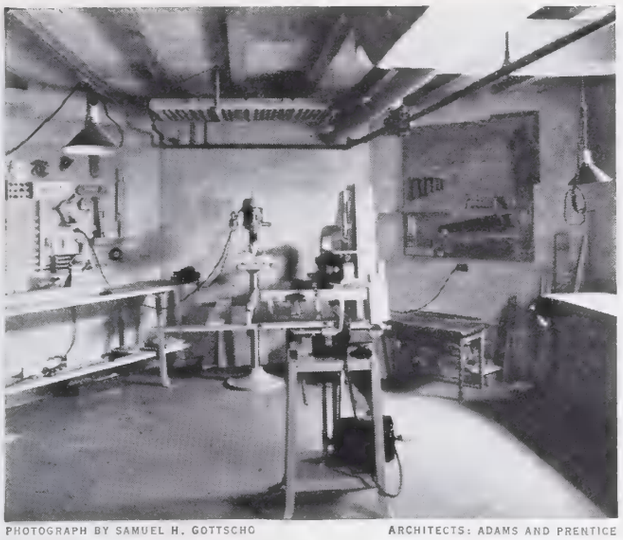
WONDERFUL SNAP-BACK SLATS
Exclusive “spring-tempered” process adds strength, durability. Push them around in cleaning—these slats snap back to shape, don't show a dent. Baked-on finish won't chip, peel, crack, rust. And dust bounces right off that smooth surface!



LOOK FOR THIS MARK!
The Flexalum visible-invisible trademark is your guarantee of a venetian blind with all of Flexalum's exclusive features.

Send for FREE booklet “How to choose your venetian blinds”, packed with useful decorating ideas

WRITE DEPT. O, HUNTER DOUGLAS CORPORATION, RIVERSIDE, CALIFORNIA OR 150 BROADWAY, NEW YORK 7, N. Y.



PHOTOGRAPH BY SAMUEL H. GOTTSCHO ARCHITECTS: ADAMS AND PRENTICE

● The spacious well-planned layout assures elbow room for the craftsman and quick access to the tool of the moment. Natural light floods the workbench; drill press provides its own, and the lamp over the wood lathe slides along to where most needed. Heat is available. Home of Dr. A. W. Stephenson, West Hartford, Conn.

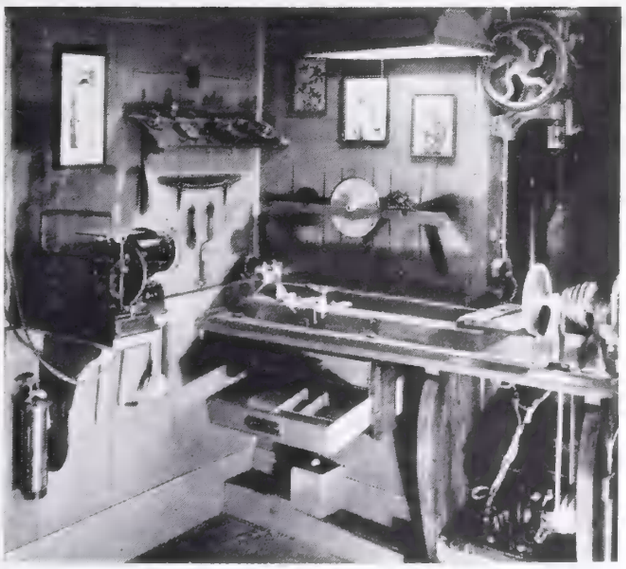
3 WORKROOMS WORTH COPYING

CONTINUED FROM PAGE 236

sembly. And no matter how small the start, the acquisition of power implements is mostly a matter of time and budget, and their placement is as fine a point as the location of a new piano in the living room. Properly located, they can save time and steps, and their position must be based on the special job they do.

The lighting of a good workshop demands consideration and planning. Guiding the saw teeth along a thin pencil line or setting the bore to a tiny dot is no place for a shadow. Adequate ventilation should carry away the strength of the paint smell and decrease the discomfort of hard work on a hot day. And in winter the spot where most of your work is done should have ample heat.

As the workroom grows decorative effects can be as much a test of ingenuity as building a new gun rack or an eight-foot dinghy. Cabinet walls can be made for murals, frames for pictures along the walls. Knotty pine gives a nice appearance: power tool frames can be attractively cut. For this is a hobby room, and without a hobby a man is at loose ends. It should live up to its importance.



● In this home metal-worker's corner the tools and grinders are as completely at hand as in your dentist's office, all well-covered by overhead fluorescent lighting. Drawers are within instant reach; so is the fire extinguisher. Bright pictures lighten the walls.

use shellac



THE finest FINISH FOR FLOORS

...AND WOODWORK!

Interior by William Pahlmann

● won't scratch or mar

● will not darken with age

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UNEQUALED WHERE A NATURAL WOOD FINISH IS DESIRED

When used on floors, paneling, unpainted furniture, shellac brings out the natural beauty of the wood grain, provides a rich, satiny surface that wears longer.

Shellac is Easy to Apply

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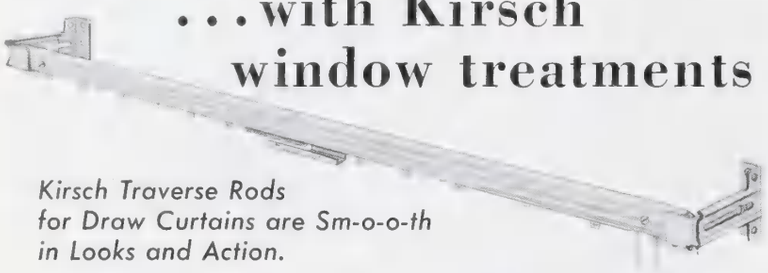
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beauty on a budget
. . . with Kirsch window treatments



Kirsch Traverse Rods for Draw Curtains are Sm-o-o-th in Looks and Action.

You can give every room a refreshing beauty treatment . . . expertly and *so economically!* Take a tip from professional decorators: start at the windows. Start *right*, with fine, dependable Kirsch equipment.

Draw curtains look smartest, glide easiest, on efficient traverse rods by Kirsch, the leader in the business. Trust Kirsch to have developed special advantages: Simple installation, for example . . . silky-smooth operation . . . generous, positive overlap for privacy . . . and the famed, bone-hard Kirsch finish. The adjustable type, shown here, comes in *four* length-sizes, for windows 28 to 150 inches wide.



Delightful

CORNER AND BAY WINDOWS

Kirsch adjustable traverse rods also come in one-way draw, for beautiful effects in corner or bay windows . . . and for French doors or in-swinging casement windows. For an *extra* touch of "custom" luxury, you can have your Kirsch traverse rods made up in cut to-measure type. Consult your Kirsch dealer for details.

Guaranteed by Good Housekeeping



85 WINDOW IDEAS!

There's a Kirsch idea—and fixture—to add beauty to every window . . . in any room. Send 25¢ stamps or coin for "*Smart Window Styling.*" Kirsch Co., 487 Prospect St., Sturgis, Michigan. *In Canada:* Woodstock, Ontario.

Choose the Name You Know!

Kirsch

DRAPERY HARDWARE · VENETIAN BLINDS



PHOTOGRAPHS BY MAYNARD PARKER

When kitchen walls and doors are finished to match the living room, you don't feel the need of hiding the kitchen from view. Here, plywood walls have same gray stain as living-dining area: counter tops and splash-back have terra cotta linoleum. Drawers and sink cabinets are raised fifteen inches from floor to eliminate stooping.

FIRST HOUSE OF THE YEAR

CONTINUED FROM PAGE 230

of guests. For all the privacy this little house affords, it never says: "Go away. We don't want you here."

It is a truly modern house, in plan, in construction, and in materials. But its designer did not disdain details of the traditional American idiom, such as the low, gabled roof and the generous fireplace that welcomes you as you walk into the living room. It solves many of the problems which have been of greatest concern to modern architects—such as the high cost of space, the necessity for ease of maintenance, the demands of servantless living. But they have been solved—not by bizarre innovations—but by typically American ingenuity coupled with common sense.

Below is a list of the ingredients that helped make this the FIRST house of 1950:

Furnishings

All Furniture: "California House" group. Manuel Martin, Los Angeles, Calif. Cylindrical lamps on headboard in bedroom. Manuel Martin, Los Angeles. All other lamps, America House, New York.

Floor covering: "Waitrend" carpet in living room. Waite Carpet Co., Oshkosh, Wisconsin.

Fabric: Bedspread, Fieldcrest Mills Division of Marshall Field & Co., New York, N. Y.

Accessories: Seth Thomas clock in bedroom. Seth Thomas Division of General Time Instrument Corp., Thomaston, Conn. All framed pictures, F. A. R. Gallery, New York. Wooden tray on buffet in living room, brass cigarette holder on coffee table, large Swiss water bottle on hearth, enamel ash tray and cigarette box on bedroom desk, and wooden box on headboard, all from Armin Richter, La Jolla, Calif. All other decorative accessories from America House, New York, N. Y.

Terrace

Furniture on the front terrace: Van Keppel-Green, Beverly Hills, California.

Kitchen

Equipment: Kelvinator refrigerator, Nash-Kelvinator Corp., Detroit, Mich. "Dishmaster" push-button dishwasher, Gerity-Michigan Corp., Toledo, O. Stove and ovens, Thermador Electrical Mfg. Co., Los Angeles 22, Calif. "Blo-Fan" ventilating fan, Pryne & Co., Pomona, Calif. Garbage disposer "Disposall," General Electric Co.

Electric Housewares: Sunbeam "Mixmaster" and "Coffeemaster," Sunbeam Corp., Chicago, Ill. "Toastmaster," Toastmaster Products Division, McGraw Electric Co., Elgin, Illinois.



SPARKLING
TILE-LIKE BEAUTY FOR YOUR SWIMMING POOL!

YES, here's new beauty for your pool — and real economy for *you!* It's RAMUC, the gleaming water-resistant enamel that eliminates expensive yearly paint jobs. It *seals* concrete surfaces with a hard, glossy tile-like finish — a satin-smooth finish easy to apply, easy to clean. RAMUC stands up *season after season* without chalking, peeling or blistering. And any of its 12 delightful colors will hold their original fresh tones indefinitely under the *strongest* sun!

Clear, flashing water!

Keeping pool water clean is a problem when algae (minute water plants) develop. But you can eliminate these unsightly growths *easily* with EXALGAE, a marvelous new liquid by the makers of RAMUC. A small amount of EXALGAE quickly clears away all algae and prevents further growth. Will not stain pool finishes . . . harmless to skin and eyes.

Get *complete* information on the economical upkeep of your pool. Send 10¢ (to cover handling) for "Swimming Pool Handbook." Address the Inertol office nearest you. Ramuc—Exalgae, Reg. Trademarks

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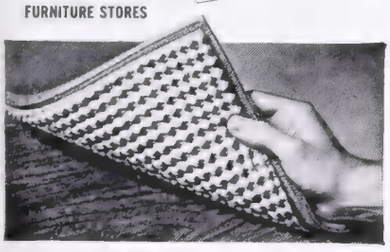
OH! DEEP LUXURY!
INVESTMENT IN RUG LIFE

This marvelous sponge cushioning for rugs silences every footstep, and absorbs heel-grinding and scuffing. It's really insurance against wear—rugs give years more beauty. Non-slip; dustfree; washable; non-marking; mothproof.

Air Filled Sponge Rubber
Cuts to exact rug size

US RUG UNDERLAY

AT RUG AND FURNITURE STORES



Also ask to see U. S. Non-Slip that anchors skiddy rugs flat and neat. Inexpensive by the yard.

UNITED STATES RUBBER COMPANY

Accessories: Revere Ware pots and pans, Revere Copper & Brass Co., Rome, N. Y. Martex towels, Wellington Sears Co., New York, N. Y. Clock, The Sessions Clock Co., Forestville, Conn. Other accessories, Parmalee-Dohrmann, San Diego, California.

Construction Materials

Foundations: Reinforced concrete, Portland Cement Co., Chicago.

Exterior Walls: Douglas Fir Plywood Association.

Roofing: "Pabco." Parraffine Companies, Inc., San Francisco, Calif.

Windows: Sliding glass and plate glass, Libbey-Owens-Ford Glass Co., Toledo, Ohio.

Doors: Roddis Plywood Corp., Marshfield, Wisconsin.

Door hardware: Push-pull type, Parlyn, Ltd., Los Angeles, Calif.

Weatherstrip: Chamberlin Co. of America, Detroit 26, Michigan.

Flooring finish: "Kemiko" acid stain used in living room, dining room, hall, bedrooms, laundry, Rohloff & Company, Los Angeles.

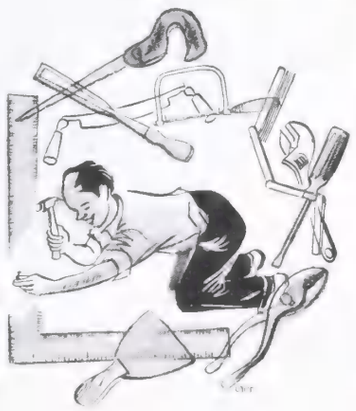
Paints: Lead and oil on doors and window frames, W. P. Fuller & Co., San Francisco, Calif. Creosote stain on redwood siding and wax stain on Douglas Fir plywood, Samuel Cabot, Inc., Boston, Mass.

Hardware: Casement operators "Parlyn," Parlyn, Ltd., Los Angeles 14, California.

Plumbing: Fixtures in bath, kitchen, and laundry, Briggs Mfg. Co., Detroit, Michigan.

Heating: Space heat (gas fired), Royal Heaters, Alhambra, Cal.

Lighting: Century Lighting Fixtures Inc., Los Angeles, Calif.





Wherever I'm working, first thing I do is set up my COSCO FOLDING UTILITY TABLE



The ideal *extra* work surface for every occasion . . . folds flat for easy storage!

It's high, wide and handsome, this Cosco Folding Utility Table. Extra-large steel top has tough, two-coat, baked-on enamel finish in choice of white, red, yellow, blue or green. Holds everything you'll want handy for every job in or about the house. All edges rounded. Tubular steel, chromium-plated legs lock in place—fold flat within 2" top. See the Cosco Folding Utility Table at your favorite store—get yours now. Also the 25½" high Model 7-C Folding Ironer Table—just the right height for use with portable automatic ironers. Red or white, two-coat, baked-on enamel top; chromium finish on legs.

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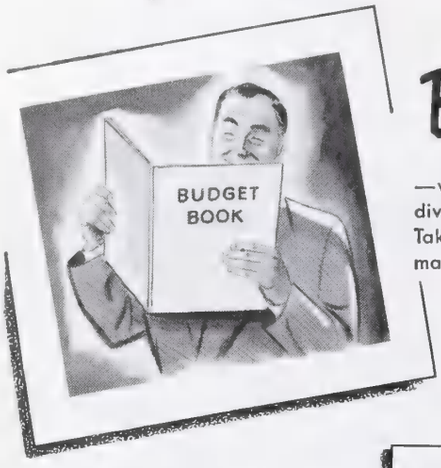
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Place two terraces on the same side of the house and use one for dining and one for living purposes. In the foreground is the dining-terrace, small and intimate for family use, while the more spacious living-terrace is just visible behind the evergreens.

Have TWO terraces

for outdoor living around the clock

by Katrina Thomas

TWO terraces are better than one in almost any climate if you want the maximum in outdoor living. The problem of an unshaded terrace being too hot during the sultry summer weather, and a shaded terrace being too cool during the early spring and late fall, can be solved by having two terraces. If your house were so oriented that you could have an east and a west terrace, you could move around the house as the sun moves across the sky. But often your lot is too narrow for a house flanked with terraces, or, if you put them at the front and back of the house, one is usually too public.

The Walter Rebmanns, who live outside of Philadelphia, solved their particular problem by putting both terraces on the same side of the house. There they are both private, unseen by approaching guests and grocery boys, and shade is provided with planting. While one terrace is unshaded, the other gets a mottled shade cast by the surrounding trees.

Your terraces can be as different in appearance as they are in purpose. The Rebmanns have successfully combined formality and informality. The dining-terrace—small, intimate, and informal, used mainly by the family—is hardly more than a widening of the garden path. It is paved with old brick and located right outside a bow window which provides entrance into the dining room. In the early morning on bright days it is warm and sunny for cheerful breakfasting, but by lunch time is partially shaded from the hot midday sun. An apple tree brought up from the orchard adds to the informality. It provides color with its lush bloom in spring and ripening apples in fall.

The living-terrace is shaded most of the day by a large tree and the neighboring woods. Many people find mottled shade cast by trees much more pleasant and comfortable than the complete shade provided by a porch roof. This terrace is larger and more formal than the dining-terrace. It is paved with big flagstones, cut geometrically and set close enough together to make sure footing for chair and table legs. Here is an ideal place to relax on summer afternoons with a cool drink, or entertain a crowd.



The dining-terrace is warm and sunny at breakfast. It is laid in a curve to match the bow window of the dining room which is accessible by two doors in the bow. An evergreen and flower border divides terrace from lawn, making it a part of the house and its living.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Living-terrace stays cool and comfortable because it is in mottled shade most of the day. The flagging, cut four-square, is easy to lay and makes for sure footing for the outdoor furniture which stays out all the time, while the pillows are easily carried back and forth.



You can be good and carefree

... when it's dinnerware molded of MELMAC®

it's so very safe and easy to handle

A Little Miss can cavort with MELMAC dishes without worry that she might break or chip them. So, give her the duty . . . and take it easy.

In addition to its almost unbelievable break-resistance, MELMAC dinnerware has a soft satin-like beauty and texture all its own. Its lovely colors are permanent because they go all the way through from surface to surface. And extra hot water doesn't harm it at all. Wash it by hand or machine.

Get MELMAC dinnerware right now. Stores everywhere carry it. If you don't find it write to us . . . we'll direct you. American Cyanamid Co., 34A Rockefeller Plaza, New York 20, N. Y.



MELMAC MAKES FRIENDS

Mrs. H. Gouvernor Greene, Cedarhurst, Long Island, N. Y., sets a lovely table with dinnerware molded of MELMAC.

Mrs. Milton H. Rowley, Erie, Pa., finds MELMAC dinnerware's colorful charm welcome as its durability.



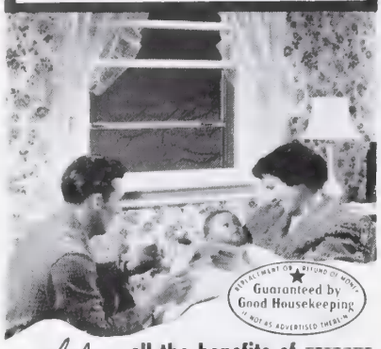
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NOT JUST FOR COMPANY!

CONTINUED FROM PAGE 233

foods over the space of a few days or even weeks. As a matter of fact, I hope you have discovered how your freezer can be a bank, with stored goodies, lots of them previously cooked.

Another festive dish that I run up is Armenian Shish Kebabs—morsels of goodness on skewers. If I have had a ham, I cut the ham in squares, put them on the skewers, alternating them with canned whole baby beets or canned pineapple or artichoke hearts or canned onions.

Use anything on the skewers that has been previously cooked, so that all you have to do is heat for five minutes on each side. If you feel that the meat might be dry, brush all of the "kebabs" on the skewer with butter, baste with a little chicken broth once or twice. If you have lamb chunks for the skewers, use raw eggplant, canned onions, and tomatoes. If there is cold beef, alternate with canned baby onions, tomatoes, green pepper, if you like, and baste with a little consommé. You can let your imagination go on and on when you serve a dish like this, so it need never be the same.

CHINESE cookery really offers more inspiration for leftover dishes than that of any other country. Many Chinese recipes call for very little meat, which is extended by the addition of eggs, rice, scallion tops, and other things you are sure to have on hand. I recommend that you get a cookbook called *Cook at Home in Chinese* by Henry Low (Macmillan). It contains American versions of Chinese recipes—American in that you can operate without shopping in a Chinese grocery store, with no other ingredients than those you can buy from your own grocer. This cookbook has excellent ideas, and once you've tried a few recipes, you'll see what the principles are, and will quickly get the point about how Chinese cookery applies to leftover cookery. In fact, I know some people who have become so infatuated with Chinese cooking that they deliberately roast excess quantities of meats in order to have a pre-cooked supply for their favorite Chinese dishes. That's really carrying the leftover idea to its ultimate completion, isn't it? So do get that book!

Our dog Maybe (Maybe she is a Dalmation) never gets the bones from a roast, steak, lamb, or fowl until they have given their all to the soup kettle. I fling in the bones, add water, canned consommé or Scotch broth if it is a lamb bone. If the bones are from a roast chicken, I add chicken concentrate, celery, carrots, parsley, onion, etc. This kind of brew makes a wonderful soup for a seasoning sauce. After giving the poor dog the bone, I skim off the fat and grease from the cooled soup. Then I whizz up the soup in the electric blender. With the vegetables whizzed, you get a thickened, delicious soup.

I am honestly delighted, as I hope I've proved, to have cooked foods in the freezer or refrigerator for they are such a help in preparing future menus. Very often, I deliberately order more than I need just to have our dinner prepared for the next night or next week.

To go back to all the food that was prepared for our Friday night party for the guests who could not get there at the last minute. We will have part of the salmon used as soup. If it is a cold night I will poach half of it in chicken broth and serve it hot. Or I might make a bisque out of it by opening a can of minced clams whizzing them in the electric blender and then dropping in the fish in small bits and whizzing it until it is a creamy consistency. The other half of the remaining fish I will put in the freezer for our Sunday night supper two weeks hence. The cucumbers in sour cream, that were served with the party fish, I will chop up and use as a salad dressing. The surplus chicken will be used, in sour cream, for Sunday lunch. The spaghetti will be reheated in cream with fresh or frozen corn. Or I'll keep the spaghetti until Monday, and make it the base for a casserole.

SO, you see, the idea of warmed up leftovers should be ruled out of your speech and your thoughts. You need, instead, a whole new system of cookery based on using pre-cooked ingredients. Once you get this point of view, you save time, and you eat better.

Deliberately buying more than you need in order to have some ready-cooked ingredients prepared in advanced is the kind of planning ahead which will give you more time for other things. You will find that your marketing problems will be simplified. And you'll never experience again that discouraging state of "Oh, what in the world shall we have for dinner tonight?" For your freezer will be filled with wonderful, stimulating packages of what you used to call leftovers.

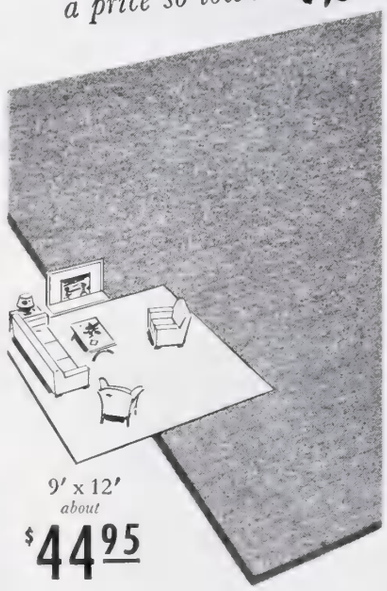


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9' x 12' about $44.95

A miracle in rug weaving makes possible "Double-Twist" . . . the rug with a deep nubby texture on both sides—to give you double wear!

"Double-Twist" decorator styled broadloom is made in all rug sizes and in wall-to-wall carpet.

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JOHN H. PRAY . . . . . *Boston*

FERTILIZE TWICE THIS FALL

CONTINUED FROM PAGE 172

atitudes except in severe winters, nd possibly in many mild winters n the Boston and Milwaukee ones.

How? You must feed your lawn enerously and regularly every sec- nd month throughout the entire ear. Few people use enough plant ood on their lawns. Most people nistakenly feel that one spring ap- lication is adequate. As a result, ost lawns turn brown in mid- utumn and stay unsightly until pring. Such lawns are suffering a orderline adequacy of plant food, nough to supply only the summer eeds of the grass when the high oil temperature makes all the lant food quickly available, but ot enough when the cold soil tem- eratures of autumn slow the hemical change in the soil dras- ically. Two fall feedings overcome he difficulty. Make one immedi- tely, another in six weeks. Then dopt the new every-second-month rogram.

Just how much plant food you se for each application depends pon the particular brand you buy. Read the directions and follow the ecommended rate for lawns. You can use a strictly organic plant food during the summer, but *not* in the spring or fall because the soil is too cold at these times for the nitrogen to be of any use to the grass. Chemical plant foods, like Vigoro, Vertagreen, etc., are immediately available for plant growth, even when applied in midwinter. Most brands also contain some organic nitrogen for lasting action, but this feature isn't important in the new frequent-feed system.

TO INSURE an even distribution of the plant food, use one of the small carts made for this purpose. This avoids streaks of uneven growth and, more important, uneven color. To be safe, always sprinkle the lawn immediately to wash the plant food off the leaves, for it causes a browning or "burning." Skip this precaution only if you are sure rain is imminent.

Undoubtedly the easiest way to apply plant food involves use of a special attachment that adds the plant food to the water distributed by your lawn sprinkler. You use any powder form of plant food you

(*Continued on page* 259)

You won't Rest 'til you own a

BERK-LOCK

3 in 1 **CHAIR**



BERT PARKS of Radio and Television fame relaxes in a BERK-LOCK.

BALANCED "FINGER TIP" CONTROLLED COMFORT

IT LOUNGES

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BERK-LOCK is among life's delightful experiences! There's real comfort, deep restful relaxation in this scientifically constructed 3-in-1 Chair that becomes a Lounge, Rocker, or a Recliner at the flick of a finger. Visit your nearest furniture or department store and see for yourself why BERK-LOCK, a thrifty value, has become America's favorite chair. Available in a wide choice of styles and coverings.

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THE BERKLINE CORPORATION

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The woman who chooses well



Church Pearl Seat No. 840

Her gowns, are masterpieces of style and taste . . .
like everything in her home,
they reflect her careful attention to detail,
her appreciation of beauty, quality, fine workmanship.
Especially in the less obvious things.

You'll find a Church Seat in her bathroom.
Smartly accenting the carefully chosen color scheme,
its unobtrusive beauty confirms her good taste,
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The name Church stamps it as beyond question the best
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Church Pearl Seats (like the one illustrated here) come in a choice of 17 rich tints, soft pastels, black or white, at better plumbing stores everywhere.

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"THE BEST SEAT IN THE HOUSE"

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AMERICAN STANDARD • AMERICAN BLOWER • CHURCH SEATS
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Now!

Floor Beauty is finger-tip EASY!

Twin-12 General FLOOR MACHINE makes the difference!



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- WAXES!
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- BUFFS! SANDS!
- DRY CLEANS!
- REFINISHES!

WITH 2 WAXING BRUSHES, 2 POLISHING BRUSHES, 2 BUFFERS.

Save drudgery, save dollars, make *new* floors out of *old*, keep *new* floors *new*—with General, the world's finest floor machine! Glorifies wood, asphalt tile, rubber, linoleum, terrazzo — any kind of floor! Perfectly balanced — easier and quieter to use than a vacuum cleaner! In minutes, brings glowing beauty that can last *for months!* Attachments snap-on . . . snap-off! See the General now at better dealers coast-to-coast!



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Snap-on for furniture, wall panels, car. (Extra)

FEATURE-BY-FEATURE GENERAL'S FINEST!

- Counter-rotating twin-mesh brushes! Leaves no unpolished floor!
- Larger, longer bristles. Brushes outlast others 3-to-1!
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Rush me free your Color Booklet!

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HOW TO SUCCEED WITH WINDOW-BOX GARDENS

CONTINUED FROM PAGE 196



• Here is what you can do if you have a sunny exposure. When you plant it, be sure to allow for drainage. Run half-inch pipes through base of outer wall or put in six inches of small stones under the soil.

Use any reasonably good garden soil. Mix in 20 to 30 per cent of peat or other humus. A small amount of plant food also helps, but don't overfeed. Geraniums, especially, must not be overfed. If you give them too much food, they produce a lush growth of leaves but few flowers.

It will also pay you to keep a mulch over the soil at all times to prevent too rapid drying out. Exceptions: succulents, and soft-stemmed plants like California poppies. Use a one-inch layer of peat, Topper, vermiculite, or fine crushed stone (if you use the soft-stemmed plants).

Another good way to reduce the need of frequent watering and enable you to go away for short trips is to use "self-watering" window boxes. Most have false bottoms which conceal reservoirs for water beneath the soil. Glass wicks bring the water slowly and constantly up into the soil.

In all cases, make sure your plants have sufficient drainage to carry off excess water. The easiest way is to bore a series of holes in or near the bottom of the box

PHOTOGRAPHS BY MAYNARD PARKER



• Your window boxes should match the style of your home. The plants in the boxes are balcony petunias—low, compact, and colorful. They give months of bloom with little care. Sow seeds or buy started plants.

Traditional or Modern?













Furnishings by Knoll Associates, Inc.

Furnishings by Herman Miller Furniture Co.

YOUR AMTICO RUBBER FLOORS WILL LIVE FOREVER!

Fashions may come, and furniture may go, but you'll have a wonderful, lasting floor underfoot if you specify AMTICO RUBBER FLOORING! What a drubbing these floors will take . . . and how they'll shine for years to come. Walk on them . . . why, you're walking on air. So springy, so lively. And the colors! Twenty-three of them . . . out of a decorator's fondest dreams. What's more, AMTICO is fire-resistant, mar-proof, and quiet. There's nothing more you could ask of a floor! See AMTICO Rubber Flooring today!

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Traditional or Modern?



AMERICAN TILE & RUBBER CO., Dept. HB3, TRENTON 2, N. J.
In Canada — American Tile & Rubber Co., Ltd., Sherbrooke, Quebec

Gentlemen: Please send me free illustrated folder showing AMTICO'S decorator-styled colors.

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ACT NOW to give your own garden Breath-Taking Beauty

EARLY NEXT SPRING!





Holland Bulbs Make Spring Glorious

This fall, with little effort and at low cost you can have your garden filled with gorgeous color all next spring—two to three whole months before most other flowers bloom!

It's so easy to plant Tulips, Daffodils, Hyacinths, Crocus—in beds or borders, along a path or drive, in front of evergreens or shrubs, even at your doorstep.

To get the most for your money—largest flowers, choicest colors—be sure you plant bulbs imported from Holland. Your bulbs are ready now, so see your local store or order from your favorite catalog right away!

Associated Bulb Growers of Holland, Dept. 22, 41 E. 42nd St., New York 17, N. Y.



Associated Bulb Growers of Holland

Get Imported Holland Bulbs from seedsmen, nurseries, florists, also chain, hardware, and dept. stores.

Dealers displaying this emblem have helpful booklets telling how to plant, filled with ideas for your garden—for as few as a dozen bulbs, up to hundreds of a kind.

PLANT IMPORTED Holland Bulbs THIS FALL



The Log of the Practical Gardener

Dry cleaners

Dry-cleaning fluids are death to plants. Even the drip from clothes hung out to dry kills lawngrass and any other plants it hits—another good reason for the modern trend toward paved laundry yards.

Mouse stopper

If moles and mice get after your tulip bulbs, plant the bulbs inside wire baskets sunk into the ground. Several firms now sell ready-made baskets, or you can make your own from half-inch mesh "hardware cloth."

Don't hesitate

Lawns seeded in October will be much better next summer (far fewer weeds or bare spots) than lawns seeded next spring, so don't hesitate if you didn't get the job done last month, the usual lawn-planting time.

Plant horror

There's still one horror of the Victorian era that shows up in some home gardens even in 1950—lawn shrubs snipped into tight globes. Confine the use of hedge shears to formal hedges. Use only pruning shears on shrubs, and use them only to remove worn-out branches entirely (cut them off as close to the ground as possible).

To grow

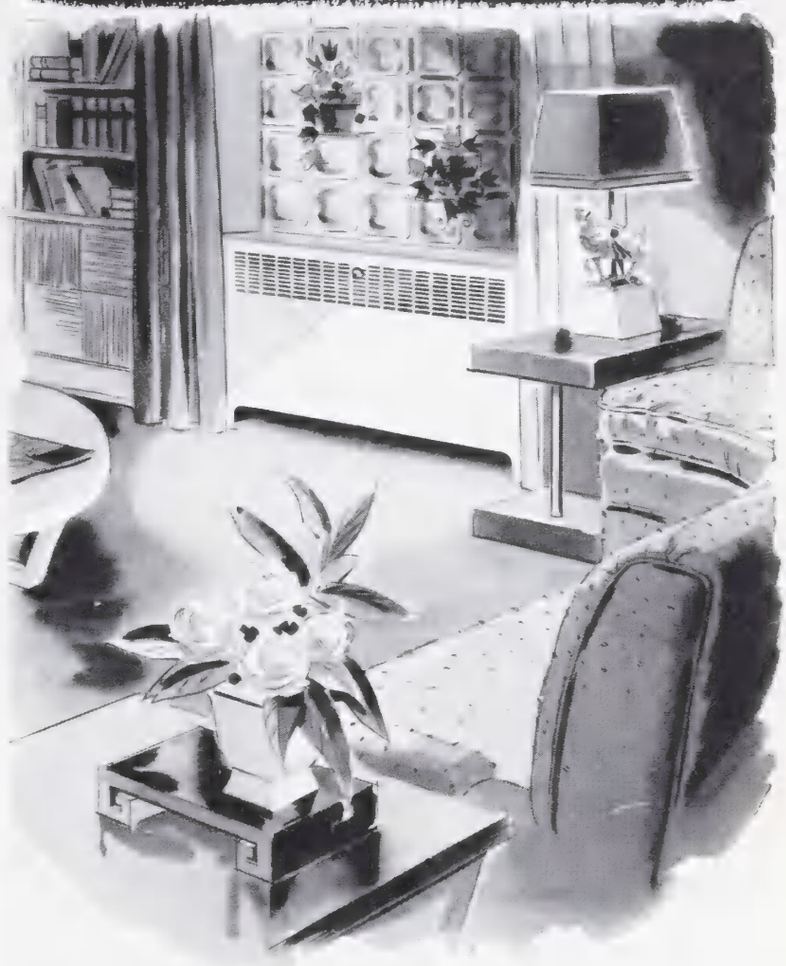
Not enough people know about hardy fall asters. They live for years and bloom for weeks each fall. There's still time to plant them this fall for a good flower show next year. Look in the nursery catalogs for variety descriptions on flower colors and plant sizes.

Why rake leaves?

Do you still rake leaves each fall? It's not necessary, you know. Now you can buy a power leaf grinder (Jacobsen or Propulsion Mow-Master) that chews the leaves into little pieces and distributes these as a mulch, which becomes invisible after the first rain or two washes your lawn. The same machine works the rest of the year as a power mower after a few simple changes.

(*Continued on page* 258)

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Better looking—Dunham Cabinet Convectors can be recessed into walls or fitted snugly under windows . . . then painted to harmonize perfectly with any decorative scheme. Unlike bulky and unsightly radiators, you scarcely know they're there.

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Easy to install in any home, Dunham Convectors come in stock sizes, with special models available for special needs. For complete information, see your heating contractor *today*.

Air enters the convectors at floor level . . . is warmed by flowing over heated fins, then given a gentle outward push into your rooms.



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HEATING MEANS BETTER HEATING





HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 132

Husking Bee trains, just in case you've forgotten what New England is like at frost-is-on-the-pumpkin time, leave at 3:20 P.M. for an old-fashioned country dinner, a genuine husking bee, and a square dance with a hillbilly band at Kent, in the Litchfield Hills of Connecticut, returning about midnight. $6.25 covers all.

The Caribbean by Alcoa freighter, now at reduced rates whereby you get a month or more of cruising: Bermuda, the Virgin Islands, British West Indies, French and Dutch West Indies, Venezuela, Trinidad, and the Guianas for $495 from New York, instead of the former $580. Alcoa also guarantees first-class rail fare back to the point of embarkation in case cargo complicates the return trip.

West Point, New York—At the U. S. Military Academy, through October, Regimental Parades, Mondays, Tuesdays, 4:30 P.M.; Brigade Parades, Thursdays, 5:30 P.M.; Brigade Reviews, Saturdays, 1:10.

Cherokee, in the Smoky Mountains of North Carolina—October 2-7, the Annual Indian Fair, Qualla Indian Reservation, at which, among other things curious and wonderful, you can witness a good fighting game of stickball, a cross between rugby and lacrosse invented by the Indians, and played with a walnut-size ball, a miniature raquet, and fire in the eye.

San Juan, Puerto Rico—Two flying services at the Isla Grande Airport now offer for rental two-passenger planes on a you-drive-it basis, through which, at $15 per half hour, qualified flyers can go aerial sight-seeing on their own.

Eureka Springs, in the Ozarks of Arkansas—Do, if you can, manage to be around between October 10 and 21, when the Ozark Folk Festival lures from here and there one of the country's larger, more varied, and more talented aggregations of fiddlers, ballad singers, and square dance sets to produce an amount and caliber of Turkey in the Straw and do-se-do you'll seldom encounter elsewhere.

Goodbye, Summer!

Michigan's Upper Peninsula, where the air is washed by two Great Lakes, has a particular sparkle this time of year, its days sun-warmed, its nights fall-cooled and pungent with burning pine logs. And the vast timberlands are so bright with brilliant foliage that many resorts, although remaining open ostensibly for the October bird hunting and the November deer season, offer special facilities during the early-October foliage peak. If you're traveling east to west, you might spend some time in the Newberry area, taking advantage of the fact that the trip to beautiful Tahquamenon Falls—by Toonerville Trolley out of Soo Junction, then 52 miles by river boat—extends the season with several week-end fall color specials. You'll want to cross the Peninsula through the magificent Hiawatha Forest to the Lake Superior side, lingering around Munising, where a boat trip shows you the Pictured Rocks in fall finery.

Still farther north, in the Copper Country, you will find such trips as the Brockway Mountain Drive glorified by fall, and Lake Superior Aviation, out of Houghton, ready with charter color tours over the Keweenaw Peninsula.

And you'll want to plot time for the Green Bay area back on the Lake Michigan side, enough at least to see the Garden Peninsula in fall array, and take one of the many scenic drives out of Menominee. Or you may wish to pick one resort and settle in. Most Upper Peninsula resorts are deliberately rustic, offering rooms at a central lodge plus individual cabins. But be not deceived by this rusticity. Some specialize in gourmet cooking; and at Deertrack Village, out of Marquette, are cabins with panel heat! And most will equip you with maps if not guides to the best of local color. Some, like the resort village of Blaney Park, will take you on color tours by car or horseback, not only through its own 54 square miles of beauty, but elsewhere on the Peninsula.

And at Phil De Graff's Lodges, Trout Lake, September 30 through October 17 is set aside as Indian Summer, during which you will not only be encouraged but equipped for such choice color trips as that to the Hulbert Boat Company Landing. From here, on a converted Landing Craft, you start a 5-hour boat, bus, and walking trip to Upper Tahquamenon Falls. For either, information is easily come by, either at one of the State Police Highway Stations as you ap-

(*Continued on page* 253)



Last Call for Fall!

Hear ye, hear ye! Now at The Greenbrier is the month of laughing skies and golden days. The air is laden with the tang and tonic of scented pines and mellow harvesting. And Greenbrier's vast acreage is singing autumn's golden song.

Now is the time for golf on any of Greenbrier's three championship courses, tennis, hiking, skeet, or riding along Greenbrier's fabulous bridle paths. Add to all this, matchless service, heart-warming hospitality, superb cuisine and you have some idea of autumn at The Greenbrier. Rates but $19.00 per day per person, meals included.

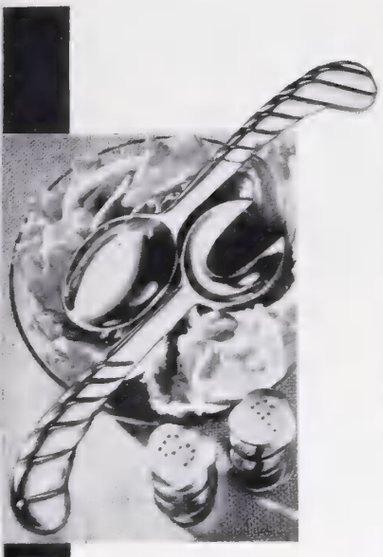
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proach the Peninsula, or at tourist information bureaus in such as Sault Ste. Marie, Newberry, Munising, Marquette, Houghton, Iron Mountain, Escanaba, Menominee.

Guatemala

There's color—and color—in Guatemala. Part of it is a mere matter of rich pigmentation and revealing sun: the flowers that blaze in Guatemala City; the sapphire of Lake Atitlan; the Indian in crimson huipil, multi-colored skirt, embroidered jacket; distant volcanic peaks, rich plum and apricot against an electric blue sky. Part of it is background, in which a persistent Mayan culture and the Spanish Colonial mingle today as they never did in history. The Indian himself represents one, as do the amazing monoliths at Quirigua, carved before 800, and the Mayan ruins now being restored at Zaculeu near Huehuetenango. Antigua, where you may sleep in a house built in 1543, or in a hotel set in an old monastery garden, is a treasure chest of the other. And, to find the two meeting, you have only to visit one of the innumerable market days, at which the Indians so frequently spread their colorful wares at the very steps of the Cathedral, handily combining business with worship.

You get four days of Guatemala on United Fruit line's 17-day cruises from New York—11 days from New Orleans; and eleven days on its longer cruises, 24 days from New York, 18 from New Orleans. Or you can fly down on your own on Pan American from New Orleans, Mexico City, or Panama City, TACA Airlines from New Orleans or Mexico City, and join up in Guatemala City with one of the 14 tours, from one to 15 days, offered by Wagons-Lits Cook.

To escape the so-called rainy season, and perhaps sacrifice a little of the color in favor of going without a raincoat, go after November first. Take along walking shoes, and, since Guatemala City is 5,000 feet up, a topcoat.

Tea for you

One hears too much, perhaps, about how British is Victoria, how Queen Mary the hats, how impeccable the manners, how ceremonial the afternoon tea at the ivy-adorned Empress Hotel—and not nearly enough about Victoria's all-year climate. Located on the southern tip of Canada's Vancouver Island, where water, wind, and mountain combine to cloak her from wintry

(*Continued on next page*)



This is the Moment...



This is sheer joy...as blue water refreshes you...friendly sun caresses you.



This is peace...living leisurely, graciously in a fine hotel or cottage.



This is living...brilliant colours of sea, sky, flowers... the moonlit night and music borne on the scented air.

Hours so bright with sunshine...so dazzling with colour...so filled with living...you want to shout with joy. And the magic nights you want to last forever...music and the scent of flowers in the air...dancing figures in the silvery moonlight. This is what you longed for...this day...this night...in Bermuda.

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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

blasts. Victoria's golf courses, tennis courts, gardens, and fishing spots actually know no season, and if you require swimming with your winter vacation, you can do it, in sea water, in the glass-enclosed, palm-tree-embellished Crystal Garden only a block from the hotel.

In addition, fall, winter, and springtime visitors find fewer fellow passengers interrupting their enjoyment of the San Juan Islands as they cross over aboard one of Canadian Pacific's Princess ships, which regularly serve the Seattle-Victoria-Vancouver triangle, or on a Black Ball Line super ferry out of Seattle. At the Empress, they find such favorable rates as an outside room for two with bath for $195 monthly. Reservations are easier to get than during the summer, except at holiday time, when the Empress stages a traditional English Christmas complete with boar's head and Yule log and is likely to be crowded.

And best of all, you can count any time on Victoria's pace, which is leisurely, polite, and restful, conducive to long walks in the pleasant parks, meditation in the rose gardens, careful buying in shops offering English bone china, glass, silver, woolens, and Canadian handicrafts, and time really to see the scenery on scenic Malahat Drive. Should you care for details, get them from either the Canadian Pacific Railway or the British Columbia Travel Bureau, Victoria, B. C., Canada.

How do you like your desert?

Active? Big? Storied? You can find all three comparatively close together in the desert country of Southern California. So pause before you assume that a California desert vacation means Palm Springs—or Palm Springs. Even after you investigate, this well-groomed emerald oasis at the foot of Mount San Jacinto may still be your choice. If you like luxurious hotels, with celebrities sitting just across the dining room, and a full round of organized activity, this is the place for you.

Palm Springs sets the pattern also for other, newer resorts where the San Jacintos meet the Colorado Desert, places like Palm Desert and La Quinta, where the luxury and the activity may be only less so. But you will also find a bustle of activity in Borrego Desert, south of Palm Springs in eastern San Diego County, where the accommodations are numerous and varied. The program is likewise, from sports to glider contests and mineralogy trips—on which you may or may not find yourself a real semi-precious stone—and the prices are generally reasonable.

For an entirely different desert experience, however, you have only to go east from Palm Springs toward Twenty-nine Palms, which is farther out on the desert floor, gateway to that weird jungle, the Joshua Tree National Monument. Once you leave the real estate projects along the highway behind, you're in a land of vast, solitary, enchanting distances. And you'll find still another kind of desert north across the San Bernardino Mountains, where Apple and Lucerne Valleys temper and break between mountain and the Mojave. Guest ranches, with all they imply, are typical, and you can explore ghost gold towns like Calico. For information on all or any: The All-Year Club of Southern California, 629 South Hill Street, Los Angeles 14.

All British

Whatever your plans for Europe next year, they will be influenced in some way by the fact that 1951 is Festival Year in Britain, a celebration of the past, present, and future of British life that will give you plusses, any time between May and September, not only in London, but throughout the rest of England, and in Scotland, Wales, and Northern Ireland as well.

As central Festival spot, London has been preparing for some time, clearing away the reminders of wartime bombing on the South Bank of the Thames and erecting there a permanent, sound-proofed concert hall, a giant Dome of Discovery, and pavilions dedicated to British achievements in industry, shipping, and the like. Other focal points will be an Exhibition of Science in Kensington, of Architecture in the East End, Industrial Power at Glasgow, Industry and Agriculture at Belfast. And since festivals are supposed to be festive, you will find an amusement area in London's Battersea Park, and plays, pageants, concerts, sports events, and much merry-making almost anywhere you go in Britain.

Far horizons

Should you wish to join the more adventuresome travel crowds, who are gradually pushing their ways farther and farther off the

beaten path, you might investigate these, all more or less available again by plane if not by ship:

Ethiopia, where modern hotels under Swiss management plus the Ethiopian Airline now make possible a revealing once-over, from the deep green crater lakes of Bishoftu, to the excellent hunting grounds just out of Addis Ababa. Recent tours have returned by boat from the Sudan, down the winding, green Nile past the more ancient cities of Egypt.

Algiers, which now has published a small booklet entitled *Comment Visiter L'Algerie*, covering entry, exit, and currency information, transportation and hotels, the climate and other pertinent points. Available through the French National Tourist Office, 610 Fifth Avenue, New York.

Pakistan, where a new Metropole Hotel has just opened in Karachi, and a train tour takes you from Karachi to Mohenjodaro, whose ruins are considered by some the equal of any. In Pakistan, train travel is itself an adventure, with Cook supplying not only your bedding, but the en-route servant customary for first and air-conditioned class passengers.

Greece is yours again. You'll probably want to headquarter in one of the good hotels in Athens—single, with meals, from $5—and journey out to such as Mycenae, Olympia, Delphi, and Knosses on the Island of Crete.

Turkey, too, invites you and reminds you that southern Turkey has a winter warm and sunny, and that, though food and transportation may be somewhat higher than in Europe. Istanbul and Andara, hotels charge as little as $4 a day. Nor is Turkey all mosques and minarets. You can enjoy excellent bathing beaches, like Florida on the Sea of Marmora, visit the Black Sea and the Bosphorus, even ski on Mt. Olympus.

Iraq. Tours to the 6,000-year ruins at Ur of the Chaldees and ancient Babylon have been set up by the Iraqui State Railways and the Baghdad and Basra offices of Thos. Cook & Son. Designed primarily for American and British employees of Near East oil companies, they start at Basra, and include the Euphrates towns of Nasiriyah and Hillah.

Lebanon, where a notable ski season opens around November 1. You can stay at the St. Georges or the Normandie in Beirut, $6 up, and go back and forth between the warm Mediterranean beaches and the ski slopes. Or you can stay at the Hotel de Cedres, or Hotel Mon Repos at the Cedars themselves, one of the more famous ski spots as well as a famous name, and still be only 20 minutes from a swim.

Going—going . . .

Or are you? If you are even hoping to take a major late winter or early spring trip, now is none too soon to realize that the choicer reservations are going fast, and to do something definite to make sure you'll be along. Here, just by way of encouraging an early visit with your travel agent, are possibilities:

January 6—The Stella Polaris is due to sail from New Orleans on a repeat of its Around The World Guest Cruise, stopping at 42 ports, chiefly exotic, during 134 days, $2950 and upward, including what is billed as a comprehensive shore program. The House of Travel, 47 East 47 St., New York.

January 6—The Caronia on the first special round-the-world cruise since the war, taken westward, ending in Southampton, whence you can return to New York when you choose on any other Cunard sailing. 111 days, $3500.

February 7—The proud new Oslofjord departs on a 54-day Mediterranean cruise—395 passengers only—22 ports including Casablanca and Oran, with six days in Egypt and overland trips in Egypt and the Holy Land. From $1100.

February 8—Spring Study Tour of Europe for mid-semester graduates and others so inclined, including around a month each at the Universities of Florence, Grenoble, Heidelberg, London, with liberal sight-seeing, 205 days, $1950. Sita-Adventure Trails, New York, Chicago, Santa Barbara.

February 10—Gala maiden voyage of the new, super deluxe S. S. Independence, a 53-day Mediterranean swing, three continents, thirteen countries, four islands, 22 ports, $1500 to $15,000 in multi-room suites with private verandas.

April 15—Spring cruise tour of southern and northern Europe, Spain, Italy, Austria, Germany, Switzerland, France, Belgium, the Netherlands, Scandinavia, Scotland, ending in England, July 18, $2935 Hemphill World Cruises, 727 West 7th Street, Los Angeles, Calif.



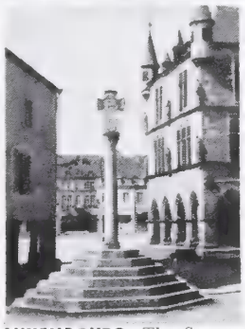
BELGIUM—One of the quiet canals in picturesque Bruges, showing the Belfry and typical houses along the peaceful water's edge.



FRANCE—The historic Arch of Triumph on the Champs Elysees in Paris. It is the largest and most beautiful of all triumphal arches.



HOLLAND—Slender mills and graceful steeples in the Province of Zeeland, typical of picturesque scenery in the Netherlands.



LUXEMBOURG—The Square and Town Hall in medieval Echternach, Luxembourg, founded in the seventh century, A.D.



MONACO—The famous Casino of Monte-Carlo situated in luxurious gardens on the sunny shores of the blue Mediterranean.



PORTUGAL—Square outside Monastery of San Jeronimos, showing a mosaic sidewalk, typical of beautiful Lisbon Plazas.

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Your Travel Agent is your best counselor. His knowledge will help you plan your trip and save money. For further information, write each country in which you are interested. *Address: National Tourist Office of (name of country), Box 1247, Grand Central Station, New York 17, N.Y.*

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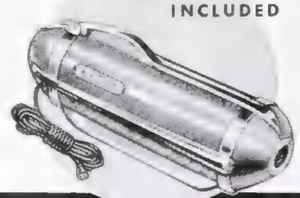
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Which can be installed at your own desired height to provide easier baking and broiling. Fully insulated—completely automatic, with timer clock and thermostatic controls.

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The four-in-line cooking units permit easy use of all four at the same time. Units are fast heating and easy-to-clean. Switches are convenient to see and operate...provide 5 range temperature control.

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Cooking utensils and supplies can be stored within easy reach of the oven and cooking top. Proper planning will save steps and time...make your kitchen a joy to work in.

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UNIT PRICES: Cooking Top (Model SU-4B) $150.00*
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for matched quality and color —easy-to-clean Venetians

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It means that you are getting the LEVOLOR patented self-adjusting tilter that *evens* tilt cords perfectly the instant you pull the short one.

It means that your Venetians will be easier to look at . . . easier to work . . . and easier to clean—and that, in the long run, they will be easier on your pocket-book, too.

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Magic LEVOLOR *self-adjusting tilter.*



You recognize her instantly . . . the woman whose taste is inherited . . . whose sense of beauty is poised and sure. She enjoyed the happy privilege of learning early the little amenities that smooth the social pathway. And she's careful to give her daughters the same training.

Dinner is a rite in her home . . . the table beautifully arranged even for the simplest family meal. Of course, there are always candles—tall, graceful Taperlites to shed their flattering glow on crystal and silver. Beauty that is reflected in the easy grace of her children's manners.

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Look for the exclusive Taperlite FIRM-FIT end. Easy to place; holds the candle proudly upright.

Choose from lovely Taperlite colors to match your gown, the pattern of your china, the color of your centerpiece or the major decorative accent in the room.

* Reg. U. S. Pat. Off.

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Leading Candle Craftsmen for nearly 100 years

THE LOG OF THE PRACTICAL GARDENER

CONTINUED FROM PAGE 251

Fall Roses

You still hear that the soil should be trenched two feet deep for roses, advice that came originally from old-time professional gardeners who brought it along with them from Europe. America's greatest rose expert, Dr. E. W. Lyle (he supervises 3,000 acres containing 20 million rose bushes) says flatly that trenching is waste effort. He recommends instead that roses be planted in beds elevated slightly, if natural drainage is poor. Try this in your fall planting this year.

To pot

Petunias are one of the last summer flowers to be killed by the frost. You also can root cuttings from favorite petunias now in moist sand indoors and enjoy petunias as a pot flower indoors through much of the winter, if you have a sunny window.

Pool

Drain and clean your garden pool as soon as the tree leaves are all down and removed. Old leaves make unsightly stains on the pool walls and bottom.

Dig

It's time to dig gladioli, dahlias, and tuberous begonias. Don't wait until a hard frost hits, or the bulbs will be damaged. Light frosts kill the tops but don't hurt the bulbs.

Spread

Wood ashes from your fireplace contain much valuable potash which your plants can use. Spread over the soil directly, or add to your compost pile to hasten rotting of leaves in it.

Clover and bees

One popular bit of garden advice says clover in lawns means more bee stings for children. This past summer was extra good for clover, but our Joy never had a sting, although the lawn seemed half clover and was cut high. (We had an abundant clover bloom between mowings.)

Lily

If you like big lilies—really big blooms—try the new Olympic hybrids. I had several eight-inch blooms this year from bulbs planted last fall. It's still not too late to plant bulbs this fall.

—Joseph E. Howland

DRY WALL CONSTRUCTION has proved satisfactory . . .

Says Carl G. Lans, Director, Technical Service Department, National Association of Home Builders



"When dry wall has once been accepted and gotten a hold, it has become general. The Washington, D.C., Metropolitan area is such an example. Before the war, everything was lath and plaster; now it is a rare thing in residential construction. Dry wall has proved satisfactory—not only because it is much more economical, but also because it produces a true, straight wall . . . and eliminates the introduction of many gallons of moisture into the house. In addition, it is a time saver."

For 32 years Homasote has been used for Dry Wall Construction—in millions of dollars of private homes. With Homasote Big Sheets, the average wall is covered with a single sheet; the walls are permanently crackproof, ideal for paper or paint and for modern mouldings and trim . . . Mail the coupon today for *free literature* on Homasote and allied products.



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SAYS MR. DRYWALL (alias Mr. Homasote), "I keep the studs dry and straight and true. There's no cracked or falling plaster in my houses."





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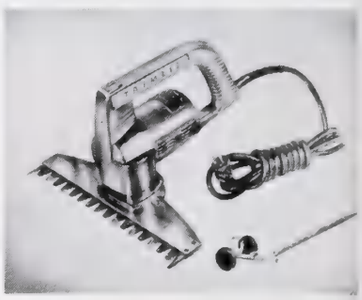
City & Zone.....State.....

WORK-SAVERS FOR GARDENERS

CONTINUED FROM PAGE 231



Weedone crabgrass killer contains the new chemical—potassium cyanate. American Chemical Paint Co., Ambler, Pa. Gard-N-Gun attaches to your hose, liquefies dry plant food. Bradson Co., N. Hollywood, Col. Packaged garden sprays (bottom) contain right amount to make 1 gallon of spray. Plant Products Co., Blue Point, N. Y.



Lightweight, convenient Trimzit electric shears cuts hedges or trims grass (rides on carriage shown at bottom). Electric Sprayit Co., Sheboygan, Wis.

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Trim-master saves hours of your time when edging flower beds or trimming grass around trees. Operates on standard 110-volt current. E. F. Britten & Co., Cranford, N. J.

(Continued on page 263)

FERTILIZE TWICE THIS FALL

CONTINUED FROM PAGE 247

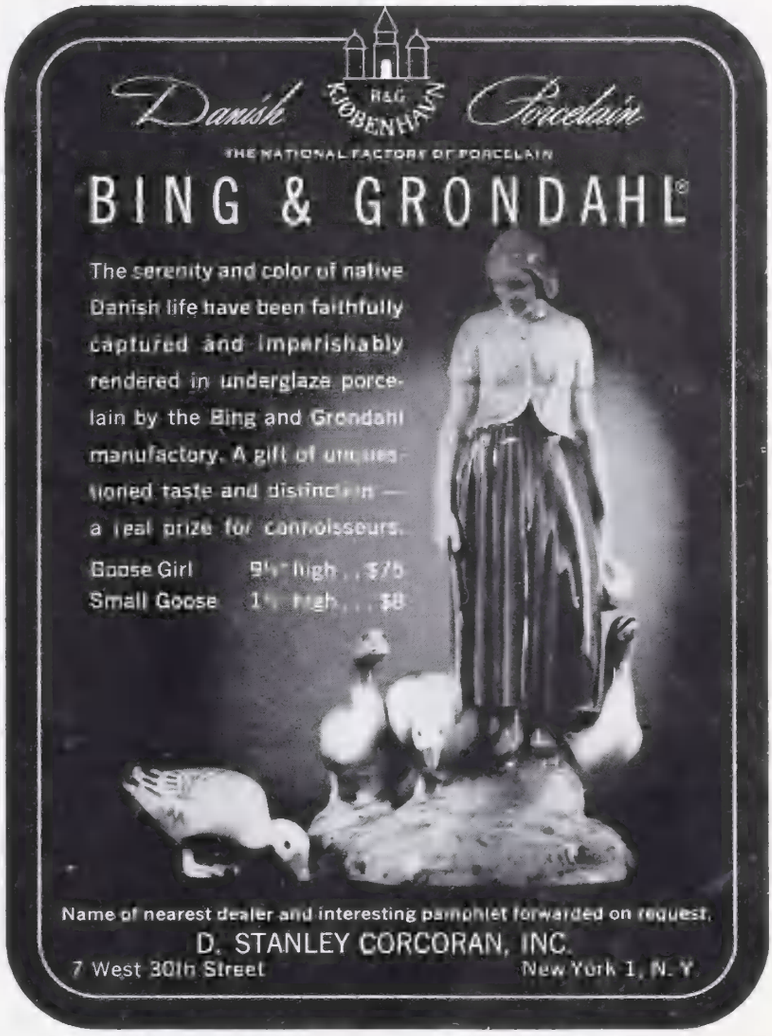
would use for lawns. Or you can buy an attachment that injects an especially potent liquid plant food into the water. The latter has the advantage that the sprinkler doesn't have to be left in place as long as if regular garden plant food (a much less concentrated form) is used. However, if you use "Ra-Pid-Gro" or a similar high-nitrogen plant food powder, this advantage does not hold.

WHY hasn't the fall fertilizing program—and its logical follow-up, the frequent-feed all year—been used before? Turf experts tell us they know of a few rugged individuals who have fed their lawn regularly until snow. (These people were trying to lick the crabgrass problem by heavy fertilizing designed to make the grass grow so luxuriantly that it crowded out the crabgrass.) But most people seem to think it silly to bother with a lawn in winter "because everyone knows that trees lose their leaves and lawns turn brown in winter." The few lawns that *were* fed did stay green many weeks longer than neighboring lawns, and, hearing of this, HOUSE BEAUTIFUL became interested in experimenting to see if lawns could be kept green *all winter*. They can, we discovered.

Then, following up recent farm research that corn and similar crops turn brown in the summer because of a temporary shortage of plant food in the soil *and not because of drought or heat*, we found that lawns will stay green all summer in most areas if they are fed regularly. Extra water is needed in unusually dry years, but no amount of water alone can keep the grass green. So don't waste time and money on watering a lawn unless you feed it regularly all summer.

Maybe you are wondering if this new frequent-feed system should be used for your trees and shrubs, too. Currently most trees and shrubs get only one feeding a year—early spring or late fall, depending mainly on the local fashion, since either time gives as good results. *But don't feed your trees or shrubs in September or October.* To do so invites trouble. Many of

(*Continued on page* 280)



See the *New* Hungerford 18th Century in solid Honduras Mahogany



Distinctively restyled for even greater beauty

Now, Hungerford 18th Century in solid **Honduras** mahogany, America's most popular bedroom group, is a greater value than ever before. All dressers and chests feature free-sliding, dust-proof drawers that glide easily under all weather conditions, handsome antique brass finish reproduction pulls, smooth, roomy interiors and beautiful, long lasting, easy-to-clean hand rubbed finishes. And now, Hungerford 18th Century is further enhanced by new decoratively reeded corner posts, firmer, broader legs and heavier tops, gracefully molded. Add new glamor to your home with an ever-popular style . . . for a price well within your budget. See Hungerford solid Honduras mahogany in open stock at finer stores everywhere. Write today for free booklet. Dept. A-10

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Have your home furnishing store or interior decorator order Nye-Wait nylon carpeting for your home.

Nylon Carpets have these extra features:

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Hobgoblins can be helpful on Halloween

You needn't be bewitched, bothered, or bewildered on October 31st if you begin preparing for it now. Here's a plan to entertain the small fry and reap rewards for your town

by Doris Bernsley

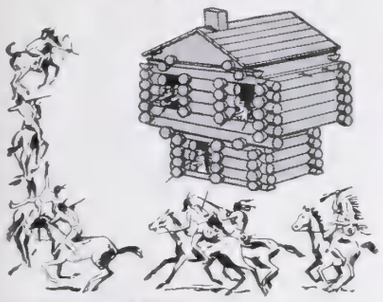
UGLY witches on broom sticks, spitting black cats, goblins that get you, and ghostly ghosts have always been permitted one night of merry-making among us humans. That night is Halloween. No one begrudges simple pleasures, not even to supernatural spirits, but when they join forces with the little nippers in your community, their exhuberance very often gets out of hand. The occasion becomes a reign of terror. Door bells ring incessantly. Car windows are soaped. Garbage cans are overturned. Gates are lifted off their hinges. And, a number of other more ingenious, more costly capers are performed.

But you needn't be resigned to this annual fate. With some preparation you actually can charm the spirits and divert the small fry. The rich rewards will be worth their weight in any extra effort you expend. Here's how you can turn the traditional prank night into one that will *benefit* you and your community.

Adapt the traditional Halloween "Trick or Treat" tactics. Invite every child in your town to a party given in the school gymnasium. Admission price: staple goods which each child will be asked to collect by going from door to door. The child who collects the greatest number of food packages and tins to bring to the party will, of course, receive the reward. Then present the staples to your local needy charity. It may be the Home for Crippled Children, orphanage, or a hospital ward.

High-school students and grammar-school boys and girls undoubt-

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The Original Log Construction Set for Boys and Girls 5 to 12

LINCOLN LOGS teach American, pioneer history, stimulate imagination train in co-ordination. Sets consist of realistic logs, supplies, and complete book of directions for building Log Cabins, Forts, Block Houses, and innumerable structures such as fences, wagons, and bridges. Used and endorsed for over 25 years in American Homes.

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LOUISVILLE TEXTILES, Inc.
Dept. J, Louisville 4, Ky.

Fincastle FABRICS

edly will prefer their own separate parties. The gymnasiums of each will provide an ideal solution to this social problem, though both parties can be basically the same. If the night is clear and not too windy, begin with group singing around a large bonfire in the yard. Then have all your young guests parade into the gym where the reward will be given and prizes presented for the most original or funniest costumes. (Who ever heard of a Halloween party without costumes?) Choose several groups to present frightening skits and fill in the remainder of the evening with games such as relay races for the younger boys and girls, square dancing for the older ones. There are dozens of square dance music records with calls you can probably borrow for the occasion. Refreshments could be a simple matter of cold cider, cookies, and apples—traditional Halloween foods for any age.

TO INSURE its success, make your preparations well in advance. Form a committee whose main functions will be publicity, entertainment, and raising the small amount of money needed for refreshments and decorations. Enlist the aid of individuals and your various community organizations such as the P. T. A., Junior League, Women's Club, or American Legion for funds. They may even want to help your committee plan the party. Be sure to promote the venture with as much publicity as possible. Contact your local newspaper and radio station so they can do an advance story about it. Contact the principals of your schools so notices are posted inviting each child to come with his staples. You might suggest that they sponsor a poster contest announcing the celebration, and arrange to exhibit the winners in local stores. Don't forget to have a truck ready October 31st for transporting the staples. And be sure to invite a reporter and a photographer to the party.

No matter how simple or elaborate your preparations may be, everyone in your community should have a happier Halloween.



These A.O. Smith Automatic Gas Water Heaters cannot rust because

Glass can't rust!



The long-lasting tank of an A. O. Smith *Permaglas* Automatic Gas Water Heater is glass-surfaced steel . . . smooth, clean, and diamond-tough. It cannot rust because glass cannot rust. That's why a *Permaglas* Gas Water Heater does not require replacement every few years—an important, moneysaving fact. That's why you can depend on it for all the automatic hot water you want . . . for baths, dishes, laundry, and every home use.

For dramatic proof, see your A. O. Smith dealer who displays the *Permaglas* emblem: merchant plumber, appliance dealer, or gas company. Or write us for your dealer's name and an illustrated folder. A. O. Smith Corporation, Water Heater Division, Kankakee, Illinois. Licensee in Canada: John Inglis Co., Ltd.

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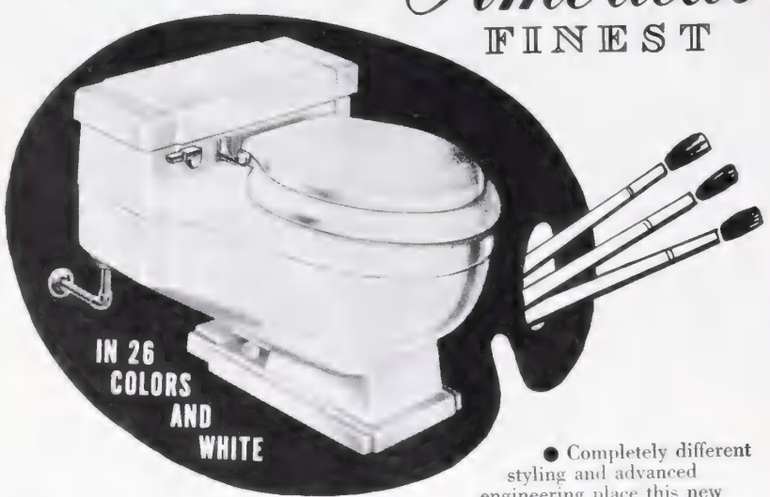
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● Completely different styling and advanced engineering place this new No. 1000* Case One-Piece fixture in a class by itself. Its exceptionally quiet operation is the mark of a well-ordered home. The Case low-level tank top allows a unique freedom in bathroom floor planning. ***Non-overflow*** feature, more healthful lower seat height, and special water supply protection are exclusive features of the One-Piece. For a matching companion piece, choose the new Windell Lavatory #780*... also in white and colors of lustrous beauty.

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Send me your folder on the new Case One-Piece Water Closet and the matching Windell Lavatory.

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Address_____

City_____ State_____



Case

Fine Vitreous China

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IT'S WORTH MENTIONING

CONTINUED FROM PAGE 217



The performance of this instant tarnish dissolver, Dip'N'Rinse, is almost beyond belief. It works its magic on all metals, solid or plated, except aluminum and pewter. It's safe for the finest silver and jewelry. Terrific for copper-bottom pans. You dip flatware right into Dip'N'Rinse; brush it on large pieces, door knobs, mountings, etc. (Won't harm the adjacent surface.) $1. Emery-Bird-Thayer, Kansas City, Mo.



Electromode's portable Automatic Heater is made-to-order for the needs of temperate climes, hard-to-heat rooms, rooms shy on heat provision. It's a self-contained, room-size heating system (13,660 b.t.u.) that you can move, as needed, to any room you equip with a 240-volt outlet. A silent fan quickly and widely disperses heat of the lifetime electric element. 4,000-W, $99.75; 3,000-W (10245 b.t.u.) $89.25, Carson's, Chicago.



This refuse-disposal unit is the most sanitary one yet. Easy to see why hospitals laud Rid-All. No pail cares, either. The bag (12 qt.) is odorproof and leakproof; lifts off hangers by its flaps for disposal. Metal shutters, operated by a capable pedal, keep it tightly closed. The refuse contacts no metal. Red, white, or yellow enameled base. $4.98 with 12 bags; 17 extra bags 50¢. Fitzgeralds, 545 Fifth Ave., New York.

This plastic-film crib has it all over the usual metal defrosting tray. Drip and ice can't bypass the barricade Less-Mess sets up. What's more, its easy-to-balance expanse and the firm grip its tubular aluminum frame affords, make sure the "defrost" load reaches the sink without mishap. Spring-action frame adjusts instantly from 12"x16" up to 19"x26". $2.25. Northmore's, Box 756, Highland Park, Ill.





You need no hands, no knob or pull, to open doors when the magical Tutch-Latch is behind them. A touch of your elbow, wrist, finger, or knee swings them open. Its service is priceless when your hands are messy, or you approach a cabinet or closet laden down. A terrific innovation for storage walls, too. The tiny latch bar screws to the cabinet; its catch hooks to the door. 3 for $2. Patterson Bros., 15 Park Row, N.Y.C.

(*Continued on page* 268)

Makes all foods TASTE BETTER



Beau Monde
the all-purpose
Seasoning Salt
Contains MSG (Monosodium Glutamate)
A most complete line of Fancy Spices at better stores or write for name of nearest dealer.
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MOR-SUN FURNACE!

● The most beautiful furnace ever built—the MOR-SUN—gives you healthful INDOOR COMFORT, continuously and automatically!

Tempered air at the temperature you select...scientifically humidified and circulated draft-free air...clean air free of dust and pollen, fresh air continuously replaced—all automatically—and economically!

Yes, for healthful indoor comfort,—remember, the sun never sets with MOR-SUN!

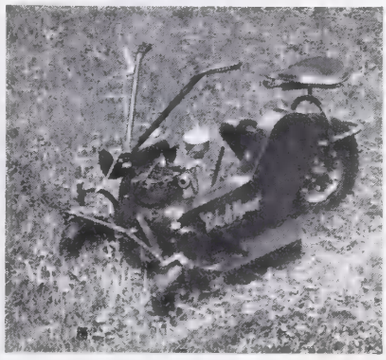
So call your nearest MOR-SUN dealer today—or write us, and forget your heating problems tomorrow.



MORRISON
STEEL PRODUCTS, INC., BUFFALO 7, N.Y.

WORK-SAVERS FOR GARDENERS

CONTINUED FROM PAGE 258



Here's a riding power mower small enough in size and price for home lawns. "Ride-A-Mower" is manufactured by the Belknap Mfg. Co., Bridgeport, Connecticut.



Lawns packed down by use for games or as a path will respond in better, thicker growth if soil is aerated by "Soil Aire." James Whitney & Co., Minneapolis, Minn.

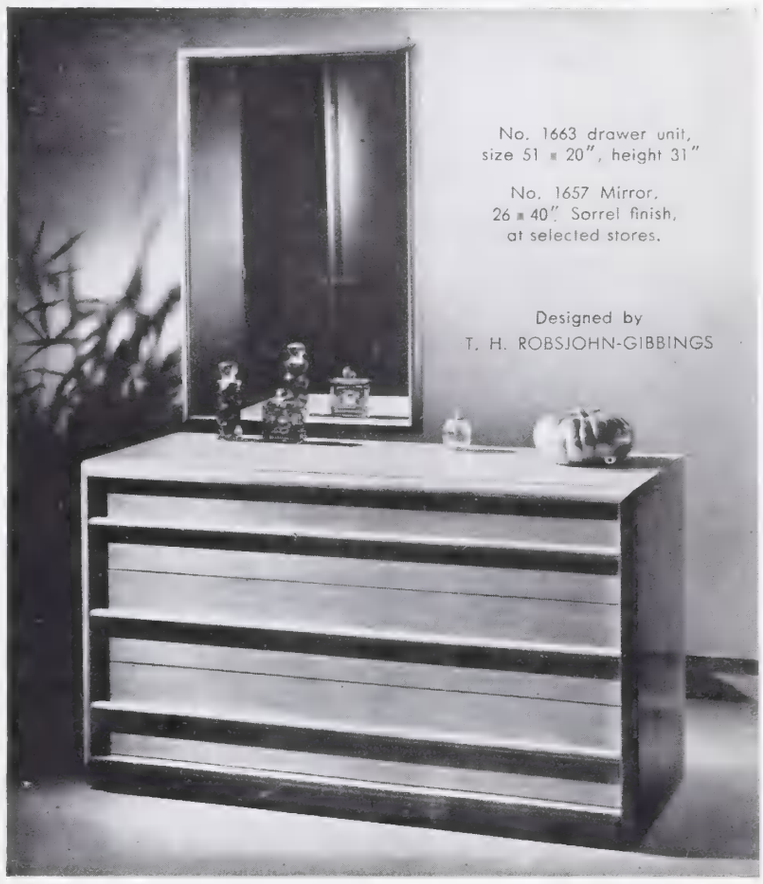
PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



"Allcut" mower is an auxiliary machine for use after your regular mower to cut all the long stalks left—dandelions, buckhorn, etc. Auto Sickle Co., S. Natick, Mass.

(Continued on page 275)

WIDDICOMB



WIDDICOMB FURNITURE CO. GRAND RAPIDS
Founder Member—Grand Rapids Furniture Makers Guild



SHENANGO'S Epicure Ceramic Cook Ware... is china, not earthenware... see what a savory difference it makes! Heat seeps through evenly, unlocks hidden flavours, and suddenly ... an old recipe is a tangy new delight! Bring Epicure from the range right to the table ... its lovely beige and brown china frames your culinary triumphs. Individual as well as family sizes and glazed both outside and inside so driblets of grease slide right off in the dishpan.



Write for the name of the store nearest you and for FREE RECIPE BOOKLET, "Epicure Ceramic Cook Ware . . . the Secret of Famous Chefs."

SHENANGO POTTERY COMPANY, • Home Products Division • Dept. B2, New Castle, Pa.



AMAZING CLOTH *PREVENTS* SILVER TARNISH!



18 inches x 31 inches about $1.10
36 inches x 31 inches about $2.20

STERLING STAYS BRIGHT WITHOUT POLISHING ...SILVERPLATE LASTS LONGER

Yes, it's true! You can keep flatware and hollow ware sparkling bright just by wrapping it (dry and clean) in Pacific Silver Cloth. *Only this fabric* contains a silver compound which filters out tarnish from the air—positively prevents silver tarnish. And it's effective for a lifetime!

Line your silver drawer with a Pacific Silver Cloth wrap for pieces in daily use or make your own bags and rolls for special pieces.

You'll find it in piece goods departments of leading stores—in packaged lengths in housewares, notions, and silverware departments and ready-made in bags, rolls, and chests at leading jewelers. Look for the Pacific label.

FREE! WRITE for booklet and name of nearest dealer to Pacific Mills, Dept. G-10, 214 Church St., New York 13, N. Y.

It's PACIFIC Silver Cloth

MADE BY PACIFIC MILLS
WEAVERS OF FINE COTTONS, RAYONS, WOOLENS, WORSTEDS



BEFORE. You can see a magazine miser lives here! No doubt he has trouble finding what he's looking for in this ragged, unorganized pile. The trick is to figure out an efficient filing system for the wealth of information that's between the covers of each magazine.

How to keep a back issue from being a dead issue

by Carol A. Palmer

For years I clipped articles on how to live compactly in a small city apartment. Then, our tight little city life underwent a drastic change. We bought a large, sprawling, old farmhouse, and expansion, instead of compression, became our theme. To further change our viewpoint we added the titles of Mama and Papa to our names. All my treasured clippings were outmoded. But often, as I turned them over, I'd find the remnants of fascinating information on our present interests—remodeling, gardening, bringing up children.

So it was then we commenced to keep the entire magazine instead of clipping. However, this method eventually led to trouble also. One of us would remember a perfectly marvelous article on compost heaps, or fireplaces, and we'd rummage through a whole year's magazines hunting for it. Finally we hit upon a magic device to help bring order out of chaos. It took time to set up, but now that we do it month by month it's easy.

We clipped the contents page out of each magazine and pasted it in a looseleaf notebook. We used the sheet opposite to jot down notes on particular articles or ideas that we specially liked. Or, we starred the titles of certain articles. Now we are able to go through a whole year's collection of magazines in ten minutes, simply by turning twelve pages in our notebook. Magazines are stacked in order, spines outward, in cupboards below our bookshelves, key notebook on a shelf above. It's such a simple solution and we'd like to share this time-saver with all fellow members of "Magazine Hoarders Unlimited"!



AFTER. Clipping magazines is usually unsatisfactory. It's better to keep the entire magazine uncut and ready for easy reference. To save time and temper, stack them neatly away in chronological order, preferably in a closed cupboard that keeps them dust-free.

There are times when a magazine is worth its weight in gold—but it's a problem to know just what to do with it until that time comes

PHOTOGRAPH BY STAFFORD PALMER



The table of contents is the key to your filing system. Just paste contents pages, in order, in a loose-leaf notebook, starring anything that's special. Keep this notebook within easy reach on a bookshelf and you can go through a year's magazines in no time at all!

"Warmth of speech... without words"

writes Eudora Welty about Heifetz

"At the miracles he works with the fingers of his left hand I can only marvel distantly. But through the dazzling magic of his playing glows the warmth of his love. And what an added blessing, when we are weary of all our own voices, to turn to this wonderful wordless sound."
—*Eudora Welty*

Have you heard Jascha Heifetz play

Mendelssohn: On Wings of Song
Bach: Concerto in D Minor for Two Violins
Mendelssohn: Concerto in E Minor

We have put together in a little book, titled "Words and Music," photographs of the world's greatest artists, together with word sketches by 36 famous authors. If you'd like a copy, write RCA Victor, Record Department 208, Camden, N. J.





Handblown beautiful Karhula crystal with finely executed, dramatic hand engravings by Göran Hongell.

THE WOODCHOPPER vase — 7¾" high, in clear crystal, seagreen and straw colors.

THE WHALER bowl — 7" wide, 4½" high, in clear crystal.

Write for booklet showing other engraved and plain vases and bowls and name of nearest dealer.

FINLAND CERAMICS & GLASS CORPORATION
225 FIFTH AVENUE • NEW YORK 10, N. Y.







The Man Behind The Hoe

COVER YOUR GARDEN FOR THE WINTER. Bare soil results in:

1. Puddling—poor tilth—makes your garden hard to work next year.
2. Loss of mineral nutrients by leaching.
3. Actual loss of soil by run-off or splash erosion.
4. Poor penetration of rainfall; thus poor sub-soil moisture.

If you didn't plant a cover crop earlier (there's still time in the South) spread leaves, crop residue, grass clippings, or straw over the surface of your garden and weight down with a scattering of soil to prevent blowing. Let's keep our soil and as much rainfall as possible by providing a winter garden cover.

FIRM-RIPE FOR COOKING. Good cooking apples should be firm-ripe. Mealy fruit lacks flavor and tends to mush up when used for pies or sauce. To keep apples firm, store in a cool place. Refrigerator temperatures are best for long periods of storage.

CIDER BLENDS. One of the secrets of good cider is to blend apple varieties. Particularly in the early fall it's best to use more than one kind and, if possible, use some late apples along with the early ones. Straight McIntosh or other early fall apples give a medium quality cider at best.

KEEP IT COOL. Cold temperatures are essential to keep cider fresh. If you prefer the tang that comes with aging, allow the fresh cider to remain at room temperature until just right—then cool quickly.



"Elevette"
Vertical lift for stairwell, closet or corner. Installed with or without enclosure. No overhead machinery. House-lighting-circuit operated.

HOME ELEVATORS

Bring New Comfort and Convenience to Your Home

Install a home elevator for use by all members of your family. Particularly useful for elderly folks and invalids. Installation is simple—cost probably lower than you think.

Write for full information and name of nearest dealer.



INCLIN-ATOR
The original Stair-Lift. Electrically operated from house-lighting-circuit. Safe—simple. Seats fold up when not in use.

2206 Paxton Blvd., Harrisburg, Pa., U.S.A.

INCLINATOR COMPANY OF AMERICA
Pioneers of the simplified passenger lifts for the home.

HOME CIDER PRESS. If you have more apples than you can use, small home cider presses are available. The younger members of the family will have a wonderful time making cider for their Halloween party.

OCTOBER REMINDERS: *Where winters are cold:* Bring in squash and pumpkins after the first light frost. Protect a few tomato plants from the first early frosts and then pick mature green fruit when a hard freeze is predicted.

Don't be in a hurry to harvest root crops for storage. They keep best in the garden and will not be injured until the soil freezes up.

Plant spinash, turnips and mustard for greens.

Where winters are mild:

Watch for turnip aphids. Dust or spray if they get a start.

Plant radishes now for pepped-up winter meals.

Harvest sweet potatoes before the vines are frosted.

Where winters are warm:

Seed cabbage and broccoli for a late winter crop.

Peas planted now may be ready for Christmas.

Check for Mexican-bean beetle on that fall crop.

Keep okra picked and it will continue to produce for some time.

STRAWBERRY CARE. If you pull and hoe young weeds in your strawberry bed this fall, spring care will be easier. Only the hardy species, such as the grasses, shepherds purse, chickweed, and winter cress (yellow rocket) need to be pulled. The summer annuals, such as ragweed, pigweed, and lambsquarters which sometimes germinate in the early fall will not survive the winter.

HALLOWEEN DECORATIONS. Last Halloween we were astonished to see a large, illuminated pumpkin jack-o'-lantern perched atop a neighbor's chimney. It didn't take long for the idea to catch on. There soon appeared two smaller jack-o'-lanterns, electrically lighted, hung in a tree. These pumpkin sculpturers carved the face, then opened the opposite side to remove seeds and insert an electric light. Stout twine was tied to the pumpkin stem and the lantern to a tree branch.

LONG JACK-O'-LANTERNS. Some weird jack-o'-lanterns may be carved from mature yellow summer squash that may not have been harvested at the right stage for culinary purposes. The shell is often very hard, so a sharp knife is needed for carving the face, but you'll find the interior flesh can be easily removed.

NUTRITIOUS BROCCOLI. We eat broccoli often at this time of the year when quality is at its very best. The children, even our two-year-old twins, have become very fond of this nutritious vegetable. Broccoli is higher in protein than many other green vegetables and an excellent source of vitamins A and C.

TASTY SAUCE. Del makes a tasty sauce for broccoli (it's good on green beans and asparagus, too). Here's the recipe (pilfered from her kitchen notebook):

One cup medium-thick white sauce. Add two-thirds cup sharp cheese, grated fine. Also a little salt and a generous dash of paprika for color. When this sauce is hot, pour over a well-beaten egg yolk and add a tablespoon of lemon juice. Return to heat for a minute or two, beating hard all the time. Chopped parsley or your favorite herbs add piquancy.

—Keith C. Barrons

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Treasure House Collection



Etude in Mahogany

Late 18th Century Breakfront

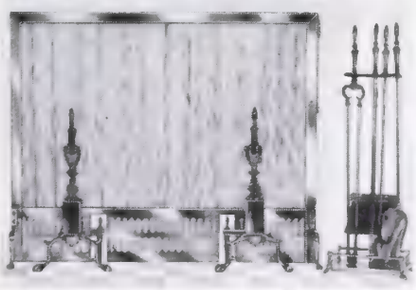
If rhythm excites your eye as well as your ear . . . if you respond alike to Mozart or to Sheraton . . . then this stately mahogany secretary by Colonial will bring enduring melody into your home and heart.



Send 25c for Colonial's Treasure Book . . . 80 illustrated pages of pedigreed hall clocks and furniture, with chapters on their history and care. Abridged edition, 10c.

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Peerless Ensembles are perfectly matched sets . . . a tradition with Peerless since 1884. Craftsmanship and styling that endure . . . beautiful authentic designs — gleaming finishes . . . matchless quality.

The famous **Fire-Guard** Screen in Peerless ensembles has patented features found in no other Fire Screen — affording greater beauty — more protection.

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The women's choice for
THE HOMES *of* AMERICA



Top-to-Bottom / Front-to-Back { REVERSIBLE
DOUBLE LIFE
CURTAINS
A BEDFORD-MADE PRODUCT
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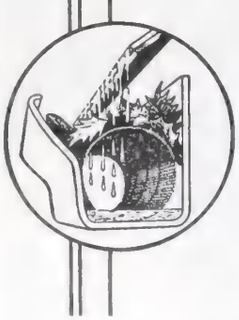
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IT'S WORTH MENTIONING

CONTINUED FROM PAGE 262



Arvin has paired their famed Lectric Cook with a snap-on oven to create a multi-purpose appliance that rates bravos. Seen here, it's baking snacks on the party scene. Use it as an extra kitchen oven, too. With door open (it's top half of Lectric Cook) it acts as a grill-and-warmer. Lectric Cook, solo, is an 11" square top-and-bottom grill or an 11"x22" bottom griller. $24.95. Oven $8.95. Hammacher Schlemmer, New York, N. Y.

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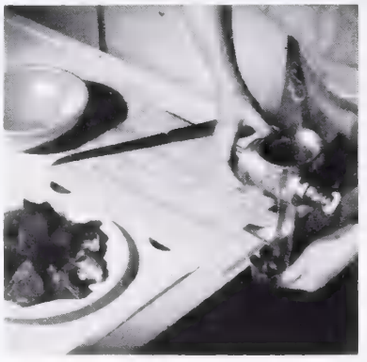




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A GATE THAT LOOKS AS WELL AS IT WORKS

PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



Here's a way to make a solid wall look less forbidding when complete privacy is not imperative. Note width of this gate. Garden gates, too narrow to admit a wheelbarrow without danger to your knuckle, are an abomination. Ellen Shipmen, designer.

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How to keep from collecting antiques

by Solange Strong

THERE are two kinds of people in the world: those who fall for antiques and those who don't. If the first antique *you* buy is an old butter mold, and the second antique you buy is an old butter mold, watch out. You're living in modern times, and you're well on the way to becoming a specialist.

You'll soon be having shelves built on the stair landings to accommodate all the other butter molds you're going to buy. You'll spend all your spare time dusting them and sorting them according to pattern and, incidentally, persuading yourself that the display is very attractive. Well, if not attractive, at least interesting. Well, interesting to you, anyway. Everybody should have a hobby (you say).

The best place to stop is after the first butter mold. Admit you're a dilettante. You can have a lot of fun that way. Take the butter mold into the kitchen. Scrub it clean and run cold water over it. Then mold the margarine with it immediately. By arranging a little water cress around the finished product, you have something in the party line. Butter molds were really used once, you know. They were meant to make butter attractive to the eye, and they still can if given the chance.

On the other hand, if you've already bought that second butter mold, all is not lost. You can take out the plungers and use them for tie-backs on calico curtains. But that's another story.

Believe it or not, almost every antique can still be used for its original purpose and be charming about it, too. Original means original. Leave that old pewter coffee pot which has been converted into a lamp to the decorators. They need the business. Suppose you polish up a similar pot and use it for coffee. You'll knock your friends cold with envy.

And speaking of coffee, have you ever had it ground fresh from the bean in an old hand grinder two minutes before brewing? Do you *have* to turn that grinder into a lamp and keep cigarettes in its drawer? Of course not.

Be practical! You'll be different. There's enough ivy and geraniums growing out of old knife boxes. Use them for knife boxes, and set the table from them. They'll save steps and a lot of silver dropping. Put them on the buffet table and let your guests help themselves.

The old cheese box will hold

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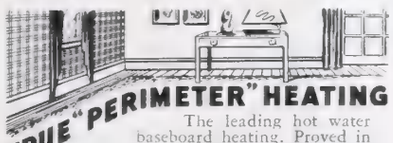
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cheese even better than knitting. All kerosene lamps don't have to be electrified. Try burning kerosene in one of them. The light is as mellow as candlelight and sets the glamour spot for evening conversations, not to mention an unexpected power failure. You'll get credit for being imaginative when you're really just brave enough to be prosaic.

Did you know that an antique cradle was positively made to hold a baby, and not all those magazines we find in it nowadays? It's perfect for the first six months, and rockable. Rocking may not be scientific, but it's fun for the baby and fun for you, too.

The most impressive modern bar we've ever seen is equipped entirely with old whisky bottles of the last century instead of fancy decanters. Who would ever suspect that old whisky bottles might still hold spirits? All they require are new stoppers. Try it!

That milk-glass pin tray used for calling cards is really much handier on the dressing table with guess what in it? Yes! Pins! The ironstone soapdish, as a soapdish, provides a very sophisticated touch to the modern bathroom. It doesn't *have* to be used for cigarettes. The Pennsylvania Dutch flour crock with the blue bird on it can still hold flour and "send" the cook at the same time.

Now about the old cobbler's bench that's being used for a coffee table—run out and find an old cobbler, and give it to him!

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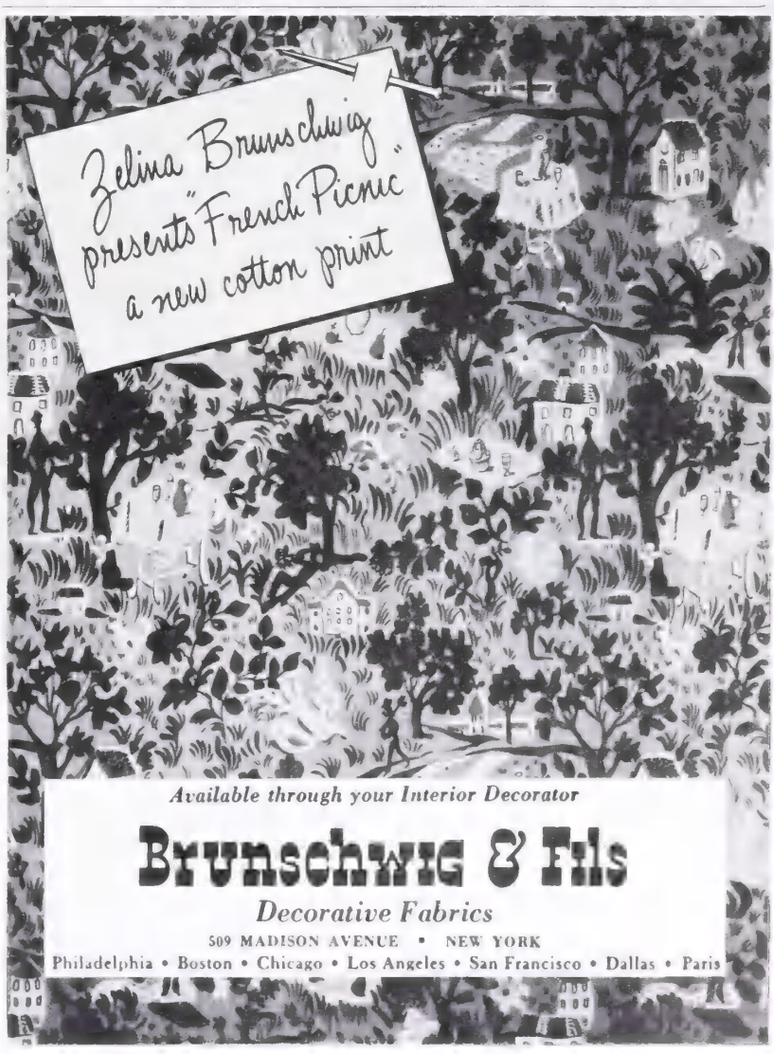
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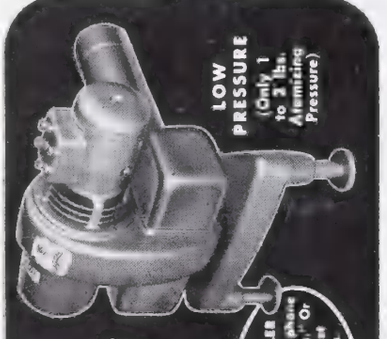
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GARDEN BOOKS WORTH READING

Home Orchid Growing, by Rebecca T. Northen; Van Nostrand; 1950; $6.

This is the third good book on home orchid growing to appear in as many years. This is as it should be. Orchids have lost the air of mystery that the few successful growers managed to surround them with by refusing to share their experiences and observations. Mrs. Northen is overly kind when she uses these secret-hoarders as "confused." No part of American horticulture has been as tight-lipped as the orchid growers. Today, thanks to the American Orchid Society, this is no longer true. Anyone can join the society and obtain their helpful publications. Books like *Home Orchid Growing*, Professor Watkins' *ABC's of Orchid Growing*, and Logan and Cosper's *Orchids Are Easy To Grow* result.

Mrs. Northen's book is best when she tells of her personal experiences.

"Orchid growing has been an adventure. This field of wonders opened itself to me bit by bit, and each new thing learned about the care of the plants and their fascinating history gave me a sense of achievement. Most wonderful was the discovery that orchids are just plain plants. Their requirements differ only slightly from those of other plants. And for learning their few simple needs I can have these exotic things from the tropics of the world all in my own backyard. They even make themselves at home in the house along with ordinary house plants."

Woven through the personal story is a mass of basic information about all kinds of orchids and how to grow them. The photographs are well chosen, but the book jacket is overly expansive when it says, "112 photographs made especially for *Home Orchid Growing*." Almost one-half the pictures were loaned by commercial sources, as were all eleven color photographs.

—J.E.H.

Garden Facts and Fancies by Alfred Carl Hottes; Dodd, Mead & Company, New York. $4.00

"Unique" is the best way to describe this book. Unlike most other garden books—in fact, unlike most others even by the same author, it is an assemblage of interesting facts, philosophies, and tidbits brought together nowhere else.

It is a thought-provoking book. It opens one's eyes to the wonder of the world about him. He describes the dainty, sensitive plant which closes its leaves when touched, and the venus flytrap that clasps its leaves shut on hapless insects. He asks what makes the gas plant give off an inflammable substance and the butterwort roll up its leaves when insects alight on it. He describes how a wise Providence has fashioned plants to scatter their seeds, some by catching on passing objects, others, by dropping them in water, and still others by popping them out, sometimes as far as 40 feet.

Not only are the facts he brings out interesting, but he handles them in a most entertaining manner. He tells about the rafflesia, the greatest of all flowers, but which has no stem or leaves, and the giant victoria, capable of supporting 200 pounds on its floating leaves. But he does it in a way that is not textbookish. It is a volume you can pick up, read a short while, and then put down again without losing your place or train of thought.

In other parts, he waxes philosophical, thereby giving an insight into his own character as well. He says it is not so much what we read that is important but what the author inspires us to think about. Then he quotes Lin Yutang saying, "So often people are like blotters, soaking up anything—blots as well as wise words. How much more it is to be a pen which writes words which may burn the page or send the reader to another world of delightful vistas of thought and action."

In still other places, he preaches brief sermons, telling the story of three men in the woods, the practical man who thinks only of what he can do with the lumber, the scientific man who wants to know the why of everything, and the emotional man who sees only the beauty of the surroundings. But, we must aim to be all three, to lead a full and useful life.

Again, he has a religious turn of mind, telling of the plants of the Bible, listing the flowers of the Saints, and quoting related stories. He delves into history, quotes legends, describes the trials of the plant hunters, reprints choice pieces of poetry, and tells his readers how to have fun with fruits and flowers.

All in all, it is a good bedside book. It is entertaining reading, full of interesting and important facts, but it is more than that. It is an expression of the man. It is Alfred Carl Hottes himself.

—E.F.S.

(*Continued on page* 280)

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AMERICA'S FOLK ART

CONTINUED FROM PAGE 209

Singleton Copley, craftsmen like John Coney and Paul Revere, and the designers of early American tools and utensils. It "came of age" several times in the Nineteenth Century in romantic painting and the painting of American landscape, in the Shaker community crafts, and in the great architecture of Louis Sullivan and Frank Lloyd Wright.

Today American art is coming of age again. But in our new maturity we recognize ancestors mature in their own day. Our contemporary search for design quality in the basic shape of the object and in unadorned surface finds a beacon light in the community folk art of the Shakers. We find in the Shaker style a purity of form untrammeled by tacked-on decoration. But in spite of its austerity, Shaker design has a reserved warmth and a freedom from dogmas of style—qualities which we accept as profoundly American.

The Pennsylvania Dutch and the Spanish Colonials with their feeling for surface and pattern and the free use of bright color in articles of everyday use also have a good deal to say to us. One thing of inestimable value, which we find in folk art, is the ability to embody the private vision of the artist in the public forms of everyday use.

The folk art of America as it has developed throughout our history is undeniably itself, and at the same time it is also a forerunner of many elements in contemporary design. The American Style of today draws nourishment and refreshment out of these rich sources of our past, and discovers in material which is eternally the same, forms which are eternally fresh and new.



This door of a painted chest found in New Mexico reminds us that the Spanish Colonials, with their feeling for surface and pattern and bright color, have a good deal to say to us still. From the Index of American Design at the National Gallery of Art.



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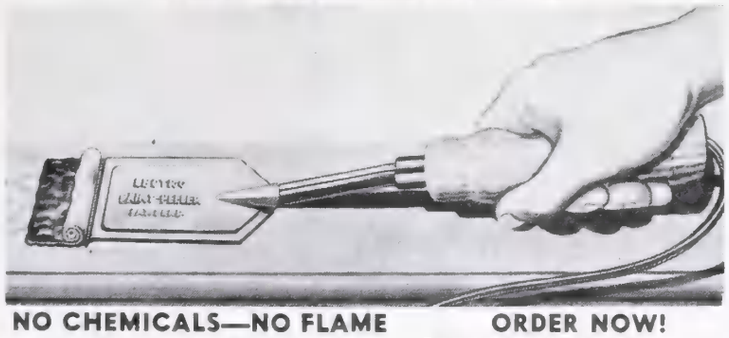
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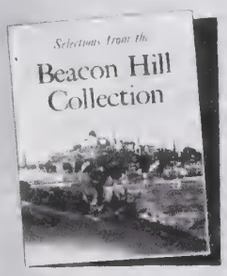
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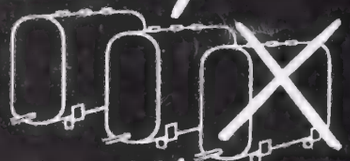
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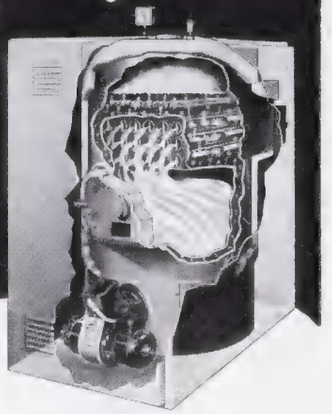
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What is folk art?

If Holger Cahill's article on page 138 has whetted your interest, read what other authorities have to say about our American folk art —what it comprises, how it came into being

The following are excerpts from a symposium published recently in the magazine *Antiques*:

"American Folk Art might be defined, I think, as the naïve expression of a deeply felt reality by the unsophisticated American artist. By 'naïve expression' I mean that the pictorial or sculptural forms which the artist uses are uninfluenced by traditional styles. By 'a deeply felt reality' I would imply that our folk art is primarily realistic in intent but that it is inspired by an emotional rather than a visual realism—that it seeks the essence of a subject as the artist understands it rather than the outward form. Finally, I have used the word 'unsophisticated' instead of 'untrained' or 'unskilled' because much of the art which we generally accept as belonging to the folk tradition is the work of highly skilled men trained in various crafts . . ."

—John I. Baur,
Curator of Paintings and Sculpture, Brooklyn Museum.

". . . one might say that folk art is child art on an adult level . . . The folk sculptor turns the facts of nature into patterns . . . Folk carving . . . occasionally reverts to earlier styles, and accepts only as much representation as it can utilize for its own purpose."

—Erwin O. Christensen,
Curator of the Index of American Design.

"Folk art, at first unorganized, finally became an organized effort on the part of the 'have-nots' to convert luxuries into staples, for and by themselves. . . The eternal attempt to convert luxuries into staples rests upon a basic desire to acquire position and possessions. This desire, plus freedom to do, opportunity, and desire for religious and political liberty, caused thousands of Europeans to come to colonial America. Here, almost at once, they made an organized effort to produce things within the category of converting luxuries into staples. The success of this Republic is based on the mass production of things . . . The folk art of America is essentially the beginning of mass production. . . We might give what we call folk art a more appropriate name if we called it minor art for the people."

—Carl W. Drepperd,
Author of *American Pioneer Arts and Artists.*

"To me, American 'folk' art most accurately explains the character of the material and the people who produced it. ('Folk' in this country does not denote 'peasant.') Basically, American folk art was the art of the middle class—kindred folk with a kindred philosophy. . . American folk art developed logically as an authentic expression of the community for the community, in contradistinction to the established art of the few for the few . . . the large mass of settlers had a rugged task to perform. In their new environment, they were forced upon their immediate resources, combining the limited materials with amazing ingenuity in building simple homes and creating the objects for their daily use. Always, use was the primary motivation. Style was dictated by need, but inevitably the creative impulse managed to merge."

—Edith Gregor Halpert,
Director of The Downtown Gallery.

"American Folk Art—the art of the common man—represents the most purely native and the most independent and democratic tradition in early American art. . . Folk art is not significant in proportion to its early date. The most noteworthy body of folk art was produced around the middle of the Nineteenth Century. . . The vitality of design rather than technical proficiency determines the aesthetic validity of an example of folk art, for

rtist works from insight rather eyesight, creating from within r than recording the surface arance of what he saw. The characteristic of American art is original, stylized design r than illusionistic realism, an able and unself-conscious re- of the personal, unacademic ach of the folk artist."

—Jean Lipman, Author *merican Primitive Paintings.*

work of American Folk Art aesthetically satisfying crea- produced in either the craft or stic tradition, rather than in adition of the professional ar- . To a large extent our folk the product of the working both rural and urban, living e the era of mechanization. . . of the time they followed stablished traditions. Most of traditions were European in but modified considerably e native environment and cul- climate. . . Folk art in Amer- characterized by its vigor, individuality, and especially reflection of the artist's lack f-consciousness."

—Janet R. MacFarlane and C. Jones, Curator and Direc- New York State Historical iation.

lk art is an unself-conscious, developed, traditional craft. eas a primitive artist is the ct of an ancient and tradi- sense of design. The element ntinuity is important in folk So is the element of being *for use*. Folk art is a skilled craft product done for every- se, for the general enjoyment than the self-conscious pub- amateurs. It is an enrichment jects for everyday use by the d craftsmen who produce "

—E. P. Richardson, or of Detroit Institute of Arts.

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ctober 9-15 is National Fire ntion Week—time to check up know-how of fire fighting and ntion.

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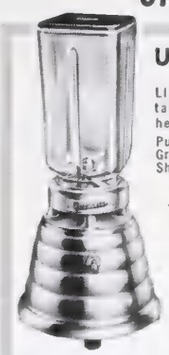
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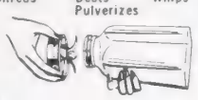
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WORK-SAVERS FOR GARDENERS

CONTINUED FROM PAGE 263



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"Homko" lawnsweeper quickly cleans the grass, removes clippings. Basket rides on two giant casters, dumps easier than most sweepers. Western Tool Co., Des Moines, Ia.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



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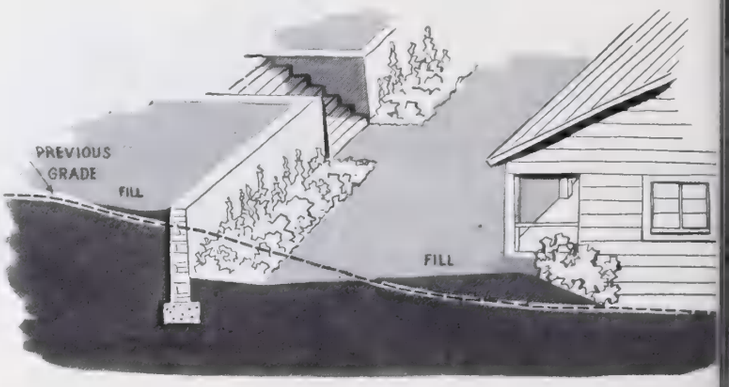
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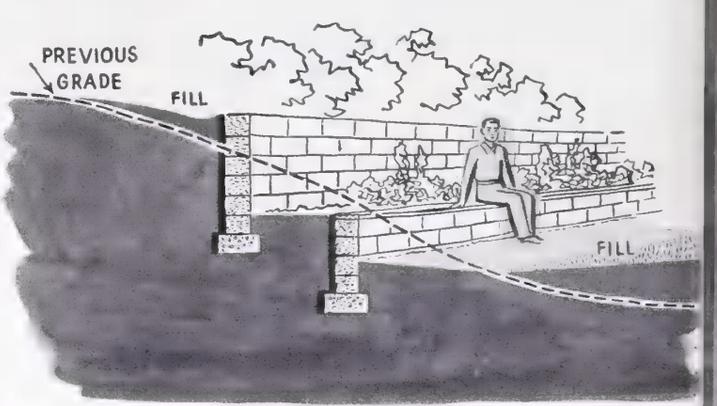


Don't let your slope run down to the house—and fill your cellar with water every time it rains. Dig the bank away and use the fill to raise the level around the house. This way you get a flat area right outside your door and the water runs away from your house. Then put up a wall to hold the bank. You can plant between the stones or, if it is cemented, you can make a flower border in front of it.

If you must

by Edwin F. Steffek

SKETCHES BY JOHN BRIMER



Another way to handle a change of grade is to construct two walls. This saves building one over five feet high. Too high a wall overpowers a small house with its size. It must also be much thicker and stronger than a lower one. With two walls you can use the lower for a seat and an eye-level flower border—one that doesn't need bending to weed or water, brings flowers up where you can appreciate them.

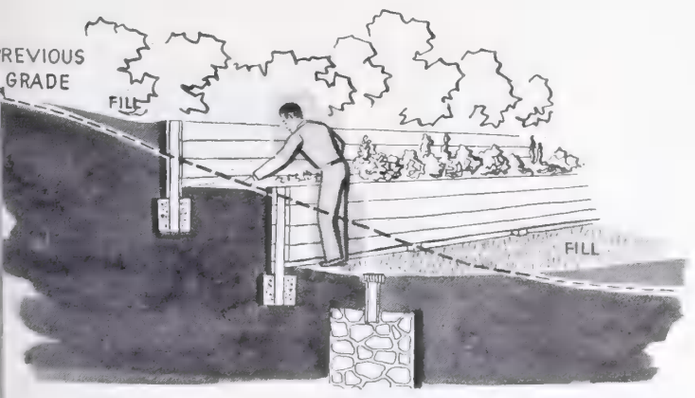


PHOTOGRAPH BY MAYNARD PARKER

ou can save a lot of filling by changing your grade. A stone retaining wall, e the one above, allows for a grade change in two directions at once. One a sudden drop-off. The other a gradual slope by tapering the wall. You an also use steps to conceal a drop in levels. On one side the wall can lower than the other without its being obvious. Garden of E. E. Earle.

change your grade

Here's how to do it with the least effort —and give yourself a maximum of outdoor living space with a minimum of upkeep



anks hold a bank just as well as stone. Treated with wood-preservative, dwood or cypress will probably outlast you. Even if you can't lift rocks, u can probably handle planks with a little help. Set the posts in concrete r stability. You can take care of excess water with a blind well—a hole ed with stones and a pipe leading from the surface.

(Continued on next page)

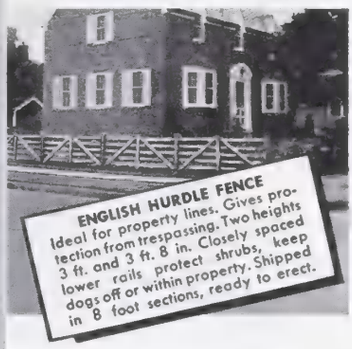
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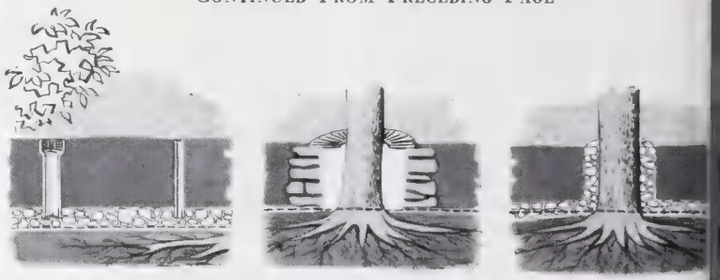


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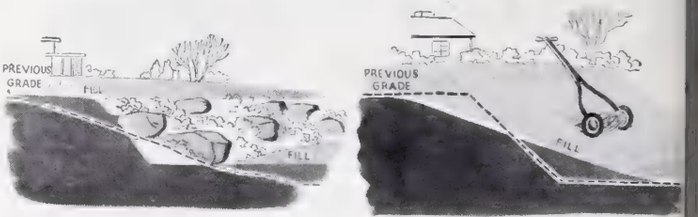
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CONTINUED FROM PRECEDING PAGE



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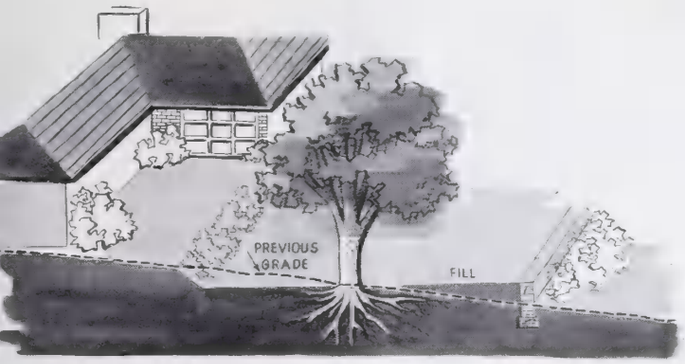


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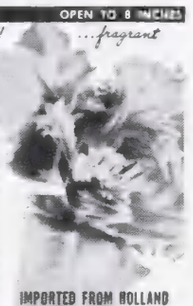
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FERTILIZE TWICE

CONTINUED FROM PAGE 259

our woody plants actually are of doubtful winter hardiness. They survive all but unusually severe winters unless they happen to make new shoot growth in the fall.

Fall fertilizing can cause such growth. It remains soft, succulent and active until a sudden temperature drop kills it. There is no chance for such shoots to "harden" as normally occurs when the tender new summer growth gradually matures and the leaves fall. Delay fertilizing until October—November for really doubtful material.

Evergreens, however, must go into the winter with a full supply of plant food and a moist soil. To be sure, feed and water your evergreens in October and November. You will not only prevent winter injury but you will keep a better green (some varieties of evergreens hold their color better than others, but all are helped by winter feeding and watering). A root feeder that attaches to your garden hose (automatically adding plant food to the water) does this with a minimum of fuss. There are several of these on the market now.

So, to keep your garden green all winter, fertilize twice this fall—early this month and again next month. Do a complete job—lawn, evergreens, trees, and shrubs. Hold back the browning of winter by fertilizing.

GARDEN BOOKS WORTH READING

CONTINUED FROM PAGE 272

Gardens of China by Osvald Siren; Ronald Press Company, New York. $30.00.

Distinctly a book for the collector, architect, artist, and landscape architect—it bridges the gap between Chinese art, history, and landscape architecture in a way that is unique. The workmanship is superb, particularly the 200 or more plates which were printed in Sweden. In fact, the entire back half of the book is made up of these plates which demonstrate more clearly than words the points brought out in the text.

They show how water is used to create a multitude of effects. How trees are used to create shadows, fragrance, and symbolism, or to portray clouds across the sky. The use of stones is described and exemplified by striking photograp The author's thorough understa ing of Chinese art is shown by way he weaves the architectu features into a pleasing whole w all the other factors mentio above. In addition are such util rian portions as numerous patte for gates, grills, and walks.—E.I

The Handbook for Flower Sha Staging, Exhibiting, Judging the National Council of State G den Clubs, Inc., New York.

This little book is just what name implies, a handbook for staging of flower shows. It t what should be done, by whom, how. But even if one never inte to stage exhibitions, there is m in it that would be of value in derstanding and appreciating flo shows, and the list of refere books in the back is enough justify its existence.—E.F.S.

How to Grow Annuals by Ann Robbins; the Macmillan Comp New York. $3.50.

Here is a small book wri primarily for beginners, althoug will also prove helpful to the n advanced gardeners. Its styl simple and easy to read. After general discussions as why g annuals, the how and why names, seed buying, starting s indoors and out, and tools, it cusses in detail 25 of the common annuals. In each case correct pronunciation is given history, description, planting tances, hardiness, germina period, blooming season, need transplanting, and similar f Then comes a description of v ties, further cultural informa and plants to combine witl Following this is a section li practically all the known annua the trade but with less exte descriptions and comments.—E



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4 *Pacific Silver Cloth
0 Reed & Barton Silver Services
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3 *Waverly Bonded Fabrics

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7 *Peerless Fireplace Ensembles

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1 Beattie Carpets
9 Bigelow Sonata Carpets
1 Callaway Frezette Rugs
6 *Double Twist Broadloom Rugs
2 *Downs Carpets
5 *Firth Carpets
3 Goodall Seamloc Carpeting
5 Gulistan Carpets
5 Karastan Rugs
4 Klearflax Linen Looms
2 *Magee Carpets & Rugs
4 *C. H. Masland & Sons Broadloom Rugs and Carpets
6 *Needletuft Rugs
0 Nye-Wait Nylon Carpets
9 *Olson Rugs
5 *Priscilla Turner Hooked Rugs
16, 11 *Alexander Smith Barbizon Broadloom
14 *Spongex Sponge Rubber Rug Cushion
243 U.S. Sponge Rubber Rug Underlay

FLOOR COVERINGS (HARD SURFACE)

249 Amtico Rubber Flooring
226 *Flor-Ever Floor Covering of Vinylite by Bakelite
48 Kentile Rubber Tile

FURNITURE

269 *Albert Modern Furniture
221 American Modern Cunard Chair
282 *Baker Furniture
274 *Beacon Hill Furniture
247 *Berk-Lock 3 in 1 Chair
252 Bodart French Furniture
33 Cavalier Cedar Chests
267 Colonial Etude Mahogany Secretary
256 Colony Court Furniture by Globe
256 *Colonial Heirloom Reproductions
2 *Conant Ball Furniture
128 *Continental's Northumberland Bedroom Furniture
243 *Cosco Utility Table
60 Crawford Colonial Cherry Furniture
239 Drexel Bedroom Furniture
193 *Extensole Table
126 Futorian Furniture
15 *Habitant Knotty Pine Furniture
■ Hale's Beds
134 *Heritage-Henredon Furniture
214 Heywood-Wakefield Modern Furniture
233 Hooker-Bassett Furniture
259 *Hungerford Honduras Mahogany Bedroom Furniture
234 Jamestown Lounge Co. Mary Pray Chair
266 Jamestown-Royal "Robinhood Tapestry" Chair
124 Johnson 18th Century Design
115 *Karpen Upholstered Furniture
69 Kent-Coffey Furniture
260 Kingsley Buckingham Chair
273 *Kittinger Furniture
194 Kruissink
70 *Masland Duran Plastic Upholstered Furniture
216 Natcolite Nevamar Table Tops
210 *Owosso Furniture Old Mansion Group
276 Pace Maker Modern Furniture
271 Romweber Originals
236 *R-Way Furniture
203 *Sligh Cross Country Furniture
205 Tell City Youth Chairs
264 *Unité Dining Table
276 U. S. Koylon Foam Cushioning for Furniture
7 Weiman British "Rent Table"
195 *Whitney Maple Furniture
263 Widdicomb Furniture

LAMPS

200 Verplex Lamps & Shades

LINENS & BEDDING

200, 201 Cannon Towels
84 Chatham Blankets

Inside Front Cover Fielderest Colonial Bedspread
220 Hi-Jacs
3 Lady Christina Bedspreads
266 North American Fashionet Dinner Cloths
6 Quaker Lace Cloths

MATTRESSES

23 Firm-O-Rest Orthopedic Mattresses
235 *Perm-A-Lator Wire Insulators for Mattresses
36 *Spring-Air Mattresses
57 U. S. Koylon Foam Mattresses

MIRRORS

235 *Donnelly-Kelley Mirrors

RADIOS, PIANOS, MUSICAL INSTRUMENTS

136 Admiral Television-Radio-Phonograph
275 *American Society of Piano Technicians
207 Capehart Radio-Phonograph
206 Capehart Television
254 *Everett Piano
121 General Electric Black Day-Night TV
113 Motorola TV
275 *Masco Midgetalk Intercom System
265 *RCA Victor Record Department
197 *Story & Clark Pianos

SHADES, BLINDS, WALLCOVERINGS

Inside Back Cover Imperial Washable Wallpapers
257 Levolor Lorentzen Venetian Blinds
231 Sanitas Wall Covering
128 Stockwell Wallpapers
9 Strahan Wallpapers
240 *Flexalum Venetian Blinds with Plastic Tape
208 Nancy Warren Wallpaper

MISCELLANEOUS FURNISHINGS

258 Will & Baumer Taperlite Candles

Housekeeping Equipment

MAJOR & SMALL APPLIANCES

129 *Frigidaire Home Appliances
17 *General Electric Automatic Dishwasher
248 *General T-12 Floor Machine
272 Hamilton Beach Mixette
231 In-Sink-Erator Mfg. Co. Garbage Disposer
256 Kingston Vacuum Cleaner
233 Liberty Chimes
217 Philco Home Freezer
275 Osterizer
220 *Rittenhouse Door Chimes
257 Thermador Bilt-In-Electric Range

KITCHEN CABINETS

272 *Lyon Kitchens

UTENSILS

263 *Epicure Ceramic Cook Ware
219 *Wagner Mfg. Co. Cooking Utensils

MISCELLANEOUS SUPPLIES

271 Aristo Table Mats
271 Lexol Leather Conditioner
231 Nichols Aluminum Clothesline

Building

ELEVATORS

266 *Inclinator Home Elevators
233 Shepard Homelift & Escalift

HEATING, VENTILATING & AIR CONDITIONING

59 American-Standard Radiator
222 *B&G Hydro-Flo Heating
232 *Chrysler Airtemp Home Heating
251 Dunham Convectors
274 *Fitzgibbons Steel Boiler
209 *Modine Convector Radiation
263 *Mor-Sun Furnace
271 Webster Baseboard Heating
272 *Williams Oil-O-Matic Oil Burner

INSULATION

244 *Balsam-Wool Sealed Insulation

PAINTS

241 American Bleached Shellac
22 *Colorizer Paints
273 *Lectro Paint Peeler
243 *Ramuc Enamel for Pools

PLUMBING

262 *Case Watercloset & Lavatory
247 Church Pearl Seats
83 Crane Plumbing
230 *Eljer Plumbing

WINDOWS & DOORS

262 *Burrowes Combination Windows
275 *Cinco Combination Windows
211 *"Modernfold" Doors
237 *Pittsburgh Plate Glass
246 *Rusco Combination Windows
122 *Thermopane

WOODWORK

218 *Curtis Woodwork

MISCELLANEOUS BUILDING

234 *Blue Ridge Structural Glass
123 *Culligan Water Softener Tank
258 *Homasote Dry Wall Construction
229 *Johns-Manville Asbestos Siding Shingles
261 *Permaglas Automatic Water Heaters
16 Portland Cement Association
268 *Rain-L-Flo Gutter Tube
71 *Suntile Clay Tiles
195 *Vikon Metal Tiles
227 Weldwood

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES

280 *Anchor Fence
278 *Dubois Woven Wood Fence
277 Rusticraft Wooden Fences & Gates

FERTILIZERS & INSECTICIDES

280 *Ra-Pid-Gro

SEEDS, BULBS, NURSERIES

277 *Arp Roses
250 *Associated Bulb Growers of Holland
277 *W. Atlee Burpee Co.
190 Colorado Carnations
279 The Conard-Pyle Co.
278 *Flower City Inc.
278 *Dutch Import Bulb Co.
277 *Holland Bulb Co.
279 *McClung Bros. Rose Nursery
278 *Michigan Bulb Co.
279 *Pitzonka's Pansy Farm
279 *Stumpp & Walter Co.
279 *Totty's
278 *Ty-Tex Nurseries
278 *U.S. Dutch Bulb Corp.
279 *Willis Nurseries

TREE EXPERTS

280 Barlett Tree

Automotive

21 Cadillac Motor Car

Entertainment, Sporting Goods, Toys

261 *Lincoln Logs

Foods & Beverages

263 *Beau Monde Seasoning Salt
47 *Cointreau Liqueurs
270 Cresta-Blanca Wine
198, 199 Martini & Rossi Vermouth
82 Melrose Whiskeys
271 Papaya Meat Tenderizer
267 Piper-Heidsieck Champagne
93 Remy Martin Cognac

Stationery & Cards

271 *Fanmour Christmas Cards

Travel

253 *Bermuda Trade Dev. Board
255 *European Travel Commission
253 The Greenbrier

Miscellaneous

271 Saunders M. Cummings
272 *Lowe's, Jewelry Brokers
279 *Roto-Rooter Co.
271 *Rose Smelting

Department, Furniture, Jewelry & Specialty Store

25 *Art Colony Industries
97 Black, Starr & Gorham
39 *Cartier Jewelers
27 John A. Colby & Sons
38 *J. F. Day & Co.
91 Gift Clues
89 Giftorium
26 *Hammacher Schlemmer
86 *Leonard Brynolf Johnson
85 Lighting Mart
25 *R. H. Macy & Co.
28 Mecklenburg Furniture
87 Mermod Jaccard King
73 Moseley's
29 Mosse Linen
30 *Old Guilford Forge
28 Sawyer Industries, Inc.
36 *F.A.O. Schwarz
35 Shillito's
31 Stern Bros.

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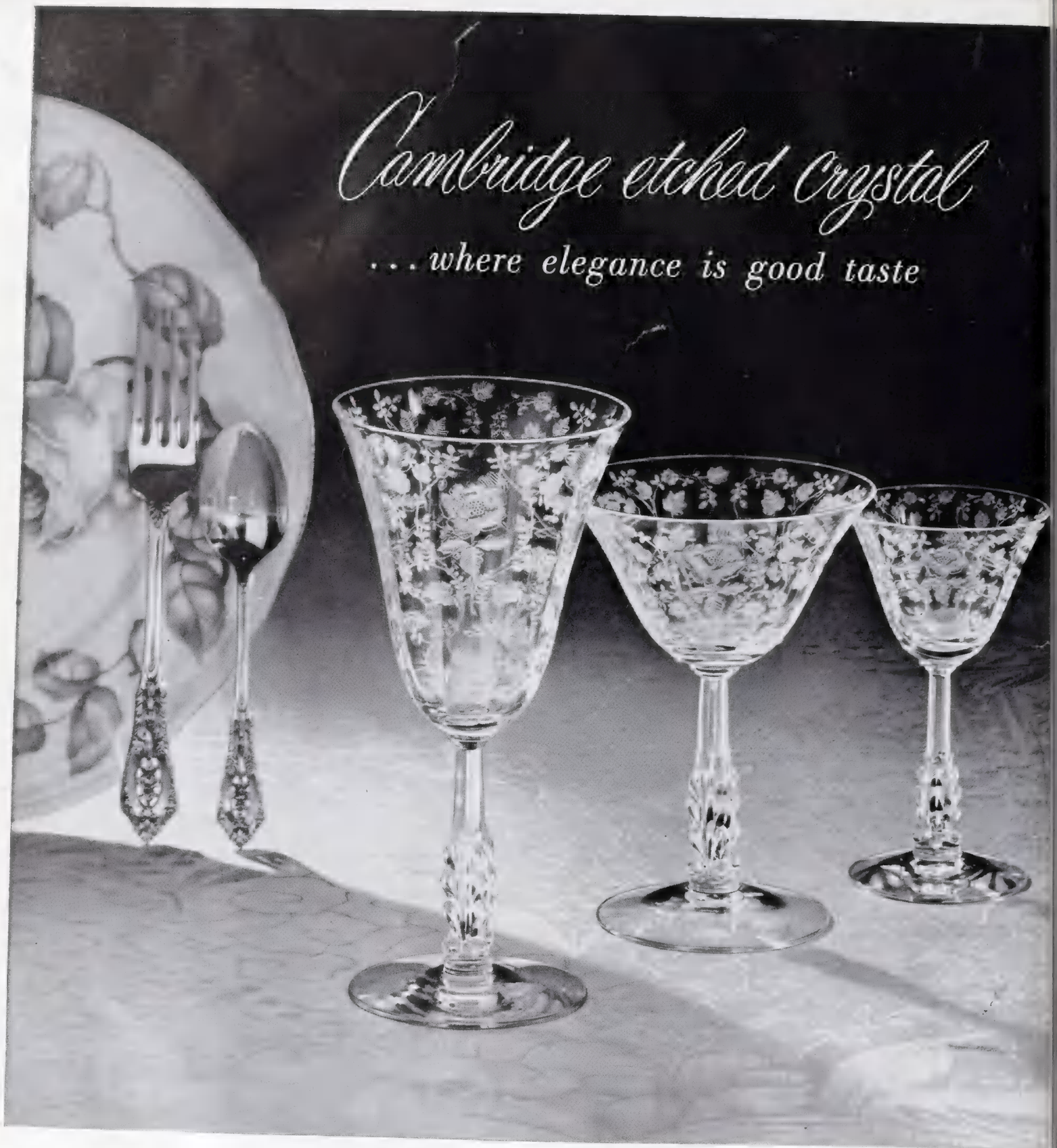
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Vol. 92 No. 11

NOVEMBER 1950

BUILDING

Naturalism—in Colors, in Manners and Behavior, in Forms and Designs, in Materials 190-193
This Isn't the First Time We've Been in Love with Nature 194-195
The American Style Combines the Best of Past and Present 204-207
Can I Build in 1951? 208-209
Americans Have a Talent for Making a Little Go a Long Way 210-215
Even a Period House Can Have the American Style 220-225
This Modern House Is 150 Years Old 236-240
Current Events for Homeowners 302

DECORATING

Reporting on a Vital Trend in American Taste 189
Naturalism in Colors, in Manners and Behavior, in Forms and Designs, in Materials 190-193
Naturalism Is the Core of the Emerging American Style 196-197
How Our Manners Produce New Furniture 198-203
The American Style Combines the Best of Past and Present 204-207
Americans Have a Talent for Making a Little Go a Long Way 210-215
Have You Discovered the Luxury of Simplification? 230-231
Decorator's Diary 305

CLIMATE CONTROL

A Quickie Course in Climate Control 216-219
How to Furnish a Sunpocket with Climate-Hardy Plants 226-227

FOOD AND ENTERTAINMENT

Don't Be Afraid of Your Own Dinner Parties 232-233
Pantry Shelf News 308

GARDENING

How to Furnish a Sunpocket with Climate-Hardy Plants 226-227
Conveniently Near, Yet Away from It All 228-229
Garden Horrors to Avoid 311
The Man Behind the Hoe 319

HOUSEKEEPING AND MAINTENANCE

Even a Period House Can Have the American Style 220-225
Built-ins Make the Difference 255
Take It Easy, Lady! 262
It's Worth Mentioning 299

TRAVEL

How to Leave Home and Like It 184
Peru Is for Pleasure 234-235

OTHER FEATURES

Before and After—Ever After 25
Window Shopping 30-182
Charm Is Where You Find It 248
The Hoax of the Hand-Hewn Beam 250
New, Good Books on Music 259

ADVERTISING INDEX 321

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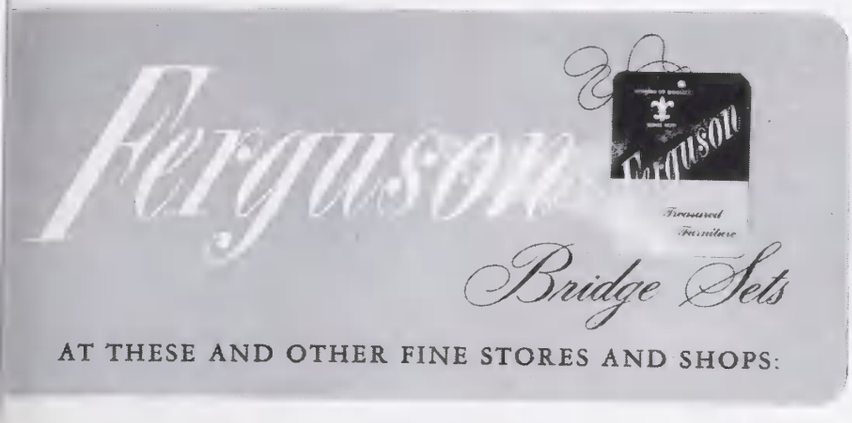
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Funk & Sons
Bristol
F. Oberg
Cromwell
mwood Furniture Co.
Elmwood
berts Fine Furniture
124 Greenwich Avenue
Greenwich
W. Rogers Company
Greenwich
Fox and Company
Hartford
dwig Baumann
103 Asylum Street
Hartford
plan Furniture Co.
Meriden
ulkins & Post, Inc.
Middletown
yside Furniture Co.
Milford
C. Porter Sons
New Britain
amberlain Company
50 Orange Street
New Haven
nelli's Wayside
Newington
rl E. Berkoff
75 Main Street
Norwich
haefer, Inc.
370 West Main Street
Stamford
lcott House
Torrington
mpson, Mintie &
Abbott, Inc
Waterbury

CALIFORNIA
wyer Furniture Co.
125-137 So. Citrus Ave.
Covina
th Furniture Company
1332 Fulton Street
Fresno
nset Interiors
7360 Sunset Blvd.
Hollywood
rker Brothers
Los Angeles

COLORADO
niels & Fishers Stores
16th & Lawrence Sts.
Denver
pp Furniture Company
Montrose

WASHINGTON, D. C.
odward & Lothrop
Washington
es Garfinckel
Washington

FLORIDA
sse Pointe Furn. Shops
524 N.E. Sixth Ave.
Ft. Lauderdale
ed's
713 E. Las Olas Blvd.
Ft. Lauderdale
ob & Stucky Company
116-18 Hendry Street
Ft. Myers
y Furniture Company
732 Young Circle
Hollywood
es Bros. Furn. Co.
14 West Bay Street
acksonville
rchi's
acksonville
rdine's
2 E. Flagler Street
Miami

FLORIDA (cont.)
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Modernage
Miami Beach
Moore's
N.E. 2 Ave. at 40 St.
Miami
M. Stiller & Sons
2060 N.W. 1st Avenue
Miami
Sterchi's
Orlando
Humma White Studio
263 South Palm Ave.
Sarasota
Palm Beach Mercantile
Company
West Palm Beach

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Davison Paxon Co.
Atlanta
Rich's
Atlanta
Sterchi's
Atlanta
J. B. White & Company
Broad Street
Augusta
Max Rosenberg Co.
1239 Broadway
Columbus
H. Rothschild, Inc.
1229 Broadway
Columbus
Lindsay & Morgan Co.
Savannah

IDAHO
Standard Furniture Co.
Boise

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Mueller Furniture Co.
1004 East Main Street
Belleville
Lillard Furniture Co
40-46 Main Street
Champaign
Carson, Pirie, Scott & Co.
State Street
Chicago
The Fair
Chicago & Oak Park
Chicago
John M. Smyth Company
703 West Madison St.
Chicago
Von Lengerke & Antoine
9 North Wabash Ave.
Chicago
Wieboldt's
Chicago
Chatham Furniture Store
Clinton
Block & Kuhl Home Store
Danville
Block & Kuhl Company
301 North Water St.
Decatur
Kreim's Furniture Store
Dixon
The Blue Parrott
1523 Chicago Avenue
Evanston
O. T. Johnson Dry Goods
Company
125 East Main Street
Galesburg
Knox Furniture Co.
Galesburg
Gustine's Furniture
Jacksonville
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LeRoy
Brenner Furniture Co.
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Macomb
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Peoria
J. R. Marshall & Sons
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H. P. McLaughlin Co.
615-17 Main Street
Quincy
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George Wyman Company
North Michigan Street
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Des Moines
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Cumberland
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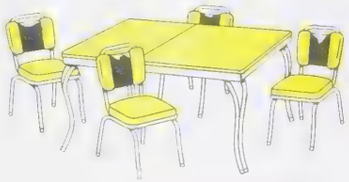
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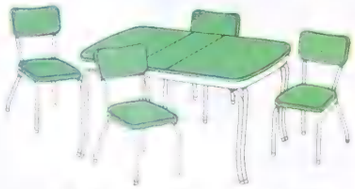
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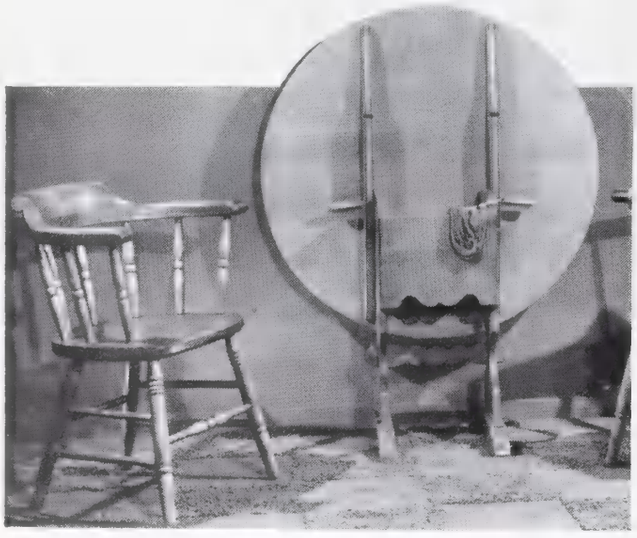
***Important** pedestal drop leaf table with tunnel top and pair of small drawers—a thoughtful adaptation of an unidentified stand bearing obvious Phyfe characteristics. The original still is extant, (presumed c.1795). Executed here in solid mahoganies, crotch and stripe veneers with handsome, old soft gold-tooled leather tops.*

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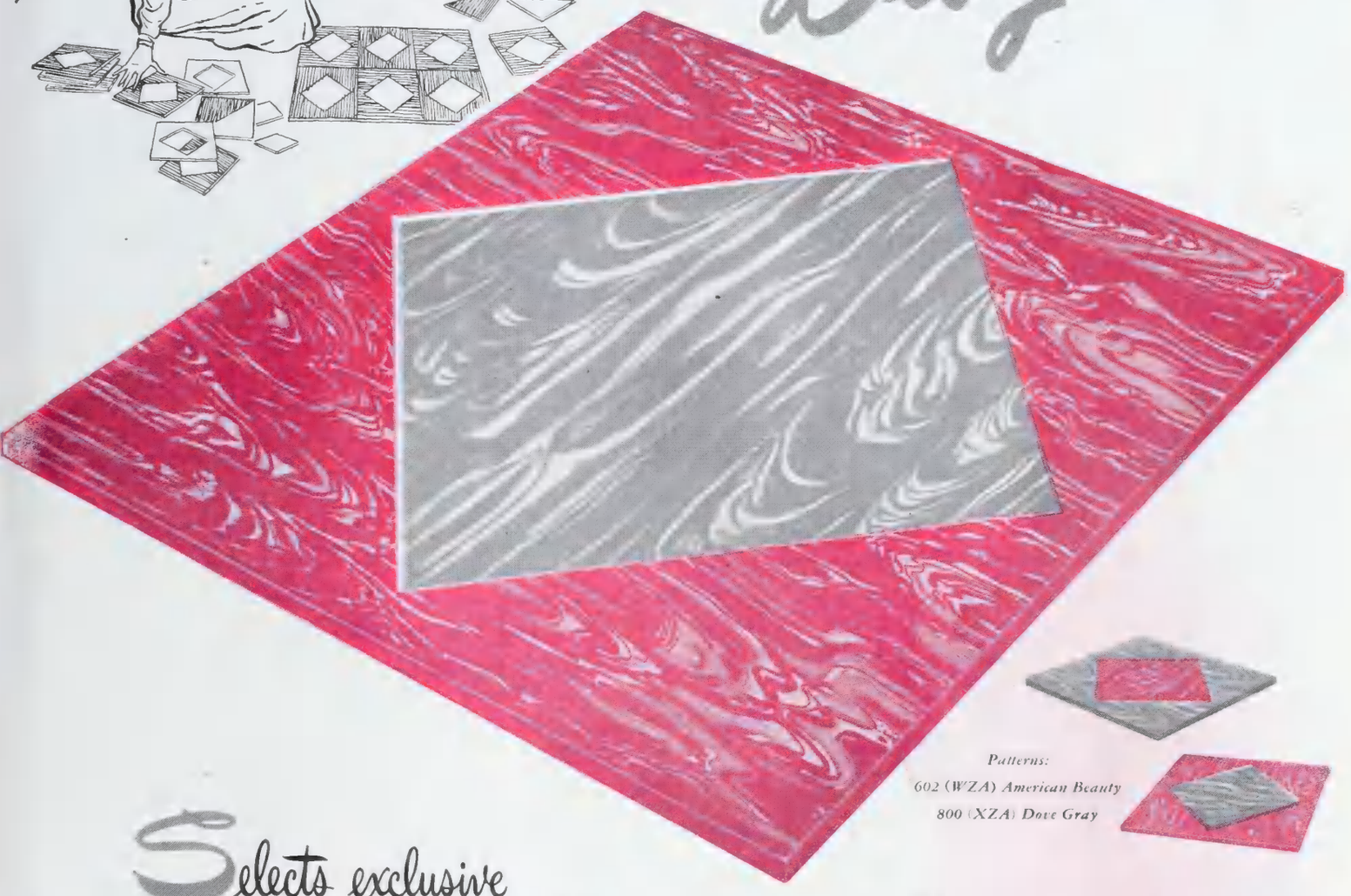
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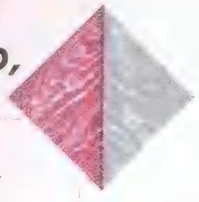
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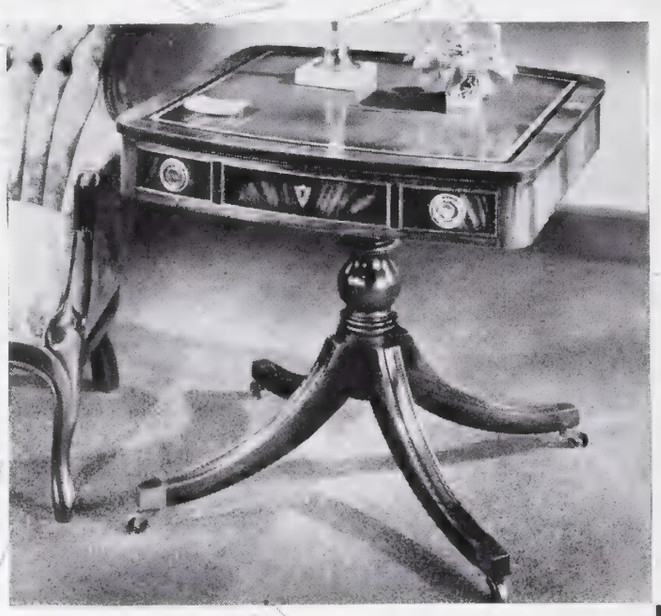
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Before and After—Ever After

There are ways, they say, to combine housework and beauty. All you need is a schedule—but then try to follow it!

by Katherine Elizabeth Fite

I DON'T want to be the life of the party. I don't care if I never make a dramatic entrance at the Stork Club. I don't want to be president. I do not care if I never win the blue ribbon for my chocolate cake at the county fair. The list of things I do not care if I never achieve would, if properly recorded, stretch from Hog's Gap, Texas, to Buckingham Palace—a long way both geographically and socially.

But there is one thing I covet: A combination housework-and-beauty schedule that I can follow. I want to cold-cream my face right at the precise moment the schedule says I should cold-cream my face, all the while planning the evening meal and quoting at random from Mr. Shakespeare's sonnets. I want to see my waistline shrink as I mop the kitchen floor at 11:26 o'clock. I want to lie down at 3:20, swathed in witchhazel pads and a pleasant aura of Chanel No. 5, and awaken at 4:01 to find the lemon pie, which I whipped up at 3:18, ready to take from the oven.

For years now I have devoured avidly all articles on strong-minded characters who overcame any and all obstacles to achieve their goals. Books of pioneer life and the struggle to maintain that life draw me like a magnet. Movies of that type I never miss. I'm a breathless listener to conversations composed largely of tales of hardship and how the victims won out without ever a thought of giving up the whole thing as a bad job.

Which brings us to the beauty articles. Ah, yes. If you cannot go to the salon for these treatments, you can make your housekeeping a beauty routine. I can? But then the beauty-writer didn't mean me. Not really! She knows my type. I'm the one who won the dean's prize in English Composition—and then spilled my tea in the dean's lap.

No. I've tried beauty routines and—"But I must have some red blood in my veins," I tell myself with scarcely a trace of doubt in my voice. "If Grandma could go from Tennessee to Texas in a covered wagon, surely I can do this." So I try again.

Almost all beauty articles begin, and logically enough I suppose, with hopping out of bed. The articles' hopping schedules are always timed for an hour later than I usually hop. To be absolutely frank about the whole thing, I rarely hop. An alarm clock doesn't bring out the best in me. No, I crawl. And while I'm crawling, I'm not disposed to quote poetry or think pleasant thoughts. I just crawl, hoping the contact between my bare feet and the cold floor may galvanize the rest of my body into something resembling action. I do not berate myself for this innate reluctance to hop. Some people may hop. I do not, and that's all there is to it. Nor do I question the authority of the beauty writer who recommends hopping. It is the schedule which follows this before-dawn leapfrog activity that leaves me frustrated and frightened. It is strictly the time element that throws me into confusion and a state of general weariness, for after hopping out of bed come 15 minutes of body-beautifying exercises.

In articles, in books, and in movies, one is given a momentary picture of the Determined One rolling from side to side with great abandon, bending, kicking her feet in the air. One may even get a fleeting close-up of perspiration rolling briskly down her face. All of this in about three seconds' reading or looking time.

Sometimes our heroine is pictured mopping under beds, thus making the bending exercises serve two purposes. And a very satisfying picture it is. In real life, however, the time element is different.

(*Continued on next page*)



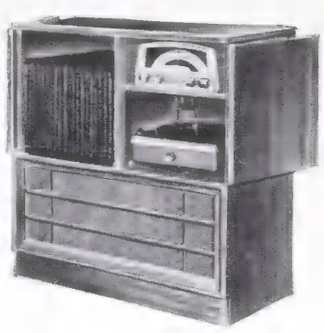
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BEFORE AND AFTER—EVER AFTER

CONTINUED FROM PRECEDING PAGE

The directions say *Place a mat on the floor*. Just that. A mat? Now, where will I get a mat? Up in the attic, of course, are the children's camp blankets. They will do. I puff noisily up two flights of stairs, then back down again—I forgot the key to the attic—and up once more. I struggle with the chest where the camp equipment is kept, and, finally, I put my hands on the blankets. Tra. la. la! I lug them downstairs, spread them on the floor, and collapse in the center of them, utterly unable to move a muscle. And 10 of my 15 morning-exercise minutes have gone. Pfft!

Just as I am about to hoist, with great effort, one of my leaden feet skyward, the door opens. One of my sons sticks his head in the door and shouts:

"For the love of Pete—whatcha doin'?"

I spend a necessary second ordering him to knock on my door before he enters and in telling him where his clean shirts are, which was what he wanted in the first place, and then I spend a few seconds more telling him: "No, I did not fall and nothing is broken—yet."

Ho, hum. The exercise time is over. Now, according to the rules, I must shower, dress myself in a pretty housecoat, powder my nose, put on some lipstick, and go to the kitchen to prepare a dainty breakfast.

No set of rules has adequately coped with the next situation: My husband bangs on the bathroom door. "I've got to shave!" he roars. "How am I going to get to the office if I can't get in the bathroom?"

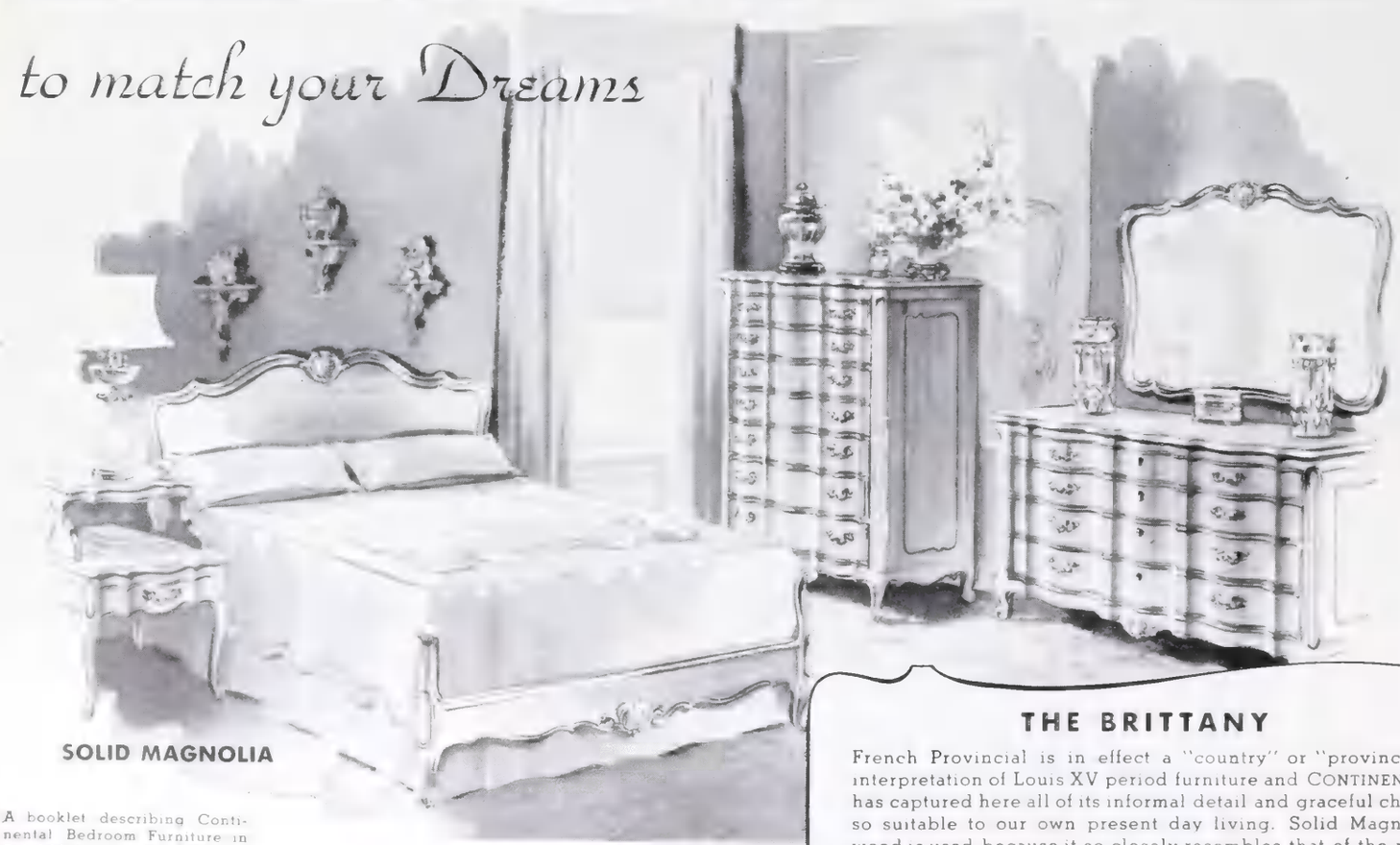
With a great show of early-morning patience, I suggest that he use the boys' bathroom.

"They're in there." And his use of the word 'they' would indicate Coxey's Army, rather than two small boys, had camped in the other bathroom. But I will admit that three are a crowd, and especially in a bathroom, so without the shower, without the powder on my nose, and without lipstick, I hurry down to prepare the dainty breakfast. Dainty! Hmm!

The family off for their various destinations, the youngest to the play-pen in the back yard, I refer again to my beauty schedule: *With brisk, unwasted movements it should be possible to make the beds, wash the dishes, give the*

(*Continued on page* 28)

to match your Dreams



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BEFORE AND AFTER—EVER AFTER

CONTINUED FROM PAGE 26

house a rapid dusting-and-mopping, and make the shopping list—all in an hour's time. Thus, by nine o'clock the housewife is ready to dress and to do her morning shopping.

It is quite plain the beauty authorities haven't shopped in our village for some time. If the good housewife is not in her place in line at nine o'clock, her family will fast that day.

"Well," me thinks, "I'll reverse the schedule. I shall shop first, straighten the house later. I'll walk to the grocery store. But of course! Nine blocks! *On these walks, the schedule instructs, carry yourself like a queen—shoulders back, head up, with your arms held gracefully and without tenseness.* Now, that is comparatively easy on the trip to the store. It is, at least, until one of my neighbors catches up with me. "Is your back bothering you again, Alice?" she asks. "Or have you just got a stiff neck?"

When I explain about the beauty schedule, she says tactfully. "Well, maybe you haven't practiced enough yet!"

On the way home it is quite impossible to walk like a queen or even with my chin up. I have to use my chin—and, every two or three steps, my knee—to keep the two huge paper bags from sliding down over my stomach.

While I sit in the kitchen a moment to get my breath, I look at the schedule just once more. Now, it seems, with the house reasonably straight and the grocery shopping done, is the time for special work—*light laundry and/or gardening.* But due to circumstances beyond my control (forgive me if I am beginning to sound like a congressman) the house is not straight. "Hi, Seabiscuit," I shout cheerily to my reflection in the hall mirror.

It really doesn't take too long to make the beds, mop and dust, gather the laundry and count the pieces, chop vegetables for a congealed salad for dinner, and wash the breakfast dishes. No, not too long. At any rate, it won't take so long that I'll be eligible for an old-age pension when I'm finished.

In the middle of the dishwashing, the telephone rings twice, the door

(*Continued on page* 245)



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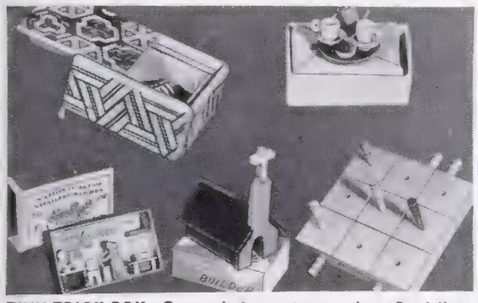
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TIC TAC TOE SET—No pencil needed to play this ever-popular game. Good company while traveling! 3" sq. wood-board ..... 35¢



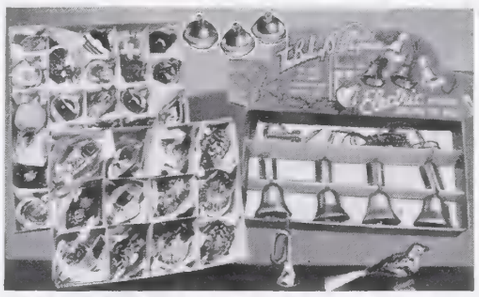
NUMBER PUZZLE (left)—Stimulating, entertaining! Shift numbers to proper sequence! Polished wood. 5½"..... 60¢
FAMOUS "15" PUZZLE (center)—Brain-teaser for the "sharp-mind" set and a sharpener for the dull-ones. 3¼" 35¢
MAGIC DICE GAME (lower center)—Many different and interesting color combinations and problems. Go "mad" and love it!..... 35¢
JIG-SAW—De-luxe inlaid wood. This one's a relaxer! 3¾" 35¢
ANAGRAM DICE—7 alphabet cubes for crossword puzzle games. Very popular..... 50¢



COLLAPSIBLE TRAVEL DOLL—6" when deflated (as shown), 15" inflated. Attractive peasant garb. Keeps little travelers amused and happy..... $5.00
SENORITA CHIQUITA—Tiny coquette mechanical dancer, equipped with her own mandolin. Some doll! 6"..... $1.35
TYROLIAN TOT—Befeathered headgear, accordion'n all. Mechanical. Dancing charmer. 6"..... $1.35
BRIGADOON BEAUTY—Delightful Scotch mechanical dancing doll. 6"..... $1.35



MECHANICAL BEE SPARKLER—Li'l beezlebub rotates on prettily colored pansy while sparks 'a-sparkle plenty! 5". 85¢
MECHANICAL BULLDOG—Ferocious fun-fellow struts like a thoroughbred and looks like he "means business". 6" $1.65
ROLY POLY CLOWN HUMMING TOP—Carnival circus colors. 8½" $1.75
SPRING TOP (not illus.) Small automatic colorful singing spinner $1.00
MIDGET CAR—All metal. 2½". Mechanical. Stop, Forward and Reverse Levers. Steering Gear. Amazing! Buy a few and race 'em! 65¢
MECHANICAL METAL DUCK—Opens his bill, quacks like real, waddles like a trouper! Happy-colored plumage. 7" $1.75



XMAS ORNAMENTS—German importations that are beautiful, quaint and unique to make this Xmas decorative in the traditional "old fashioned" way.
(Upper left) Really beautiful glass ornaments aglow with color and charm. Various sizes.....2 doz. to box $5.00
(Not shown) 3 doz. assortment box with fancy tree-top adornment. All different, lovely. Complete for small tree. $8.00
(Lower left) Turkey, pine cone, fish, lantern assortment. 1 doz. assorted $2.85
(Upper center) Silver Tinkle Bells. Make original and gay package tie-ons. Gross box (144)..... $3.50
BELLS OF ST. NICHOLAS—Electric. Hear them ring, see them sway; 3 gaily colored satin-finished metal bells for tree, wreaths or front door. New low price..... $3.29
TRUMPET—Really plays when blown! 2 styles. Pretty flocked flowers on silver ground. 3½". 12 to box..... $2.50
BIRD—Old-favorite is back! Spring-clip foot, spun-glass tail. Gorgeous colors. 12 to box . . . enough for tree..$3.00



MECHANICAL CLOWN—Watch him grow tall. Watch him grow small! Brightly colored. All metal. 6"..... $1.25
REMOTE CONTROL TELE-CAR — Perfect for the older child. No springs or batteries to wear out. Moves forward, backwards, steers in any direction. All-metal. Fascinating. 10" $5.00
JUMPING BULL FROG—Flip-flops like crazy and lands smack on his feet! Two-way "off"/"on" control. Colorful. 3½"..... $1.75
CLOWN-ON-DONKEY—All metal and really a circus watching these jack-ass doings! Moves backwards only! Screamingly funny. 6½"..... $1.50



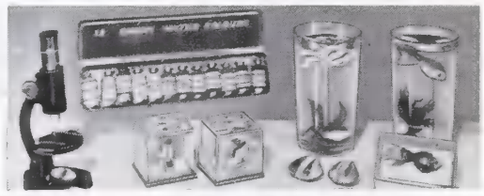
Old-fashioned German-made **dolls**, exquisitely detailed with beautiful life-like faces, "Old-World" charming costumes. All measure 6" or less. Wonderful for curio cabinets, doll houses, etc.
(left) **BABY DOLLS**—Box of 6 darlings awaiting adoption. Adorable for little mothers..... $3.60
(center) **FOURSOME** — Chef, Maid, Nurse and Doctor "dressed up" for fun and action..... Box $2.50
(right) **FAMILY GROUP** — Momma, Poppa, Sister and Brother ..... Box $2.00



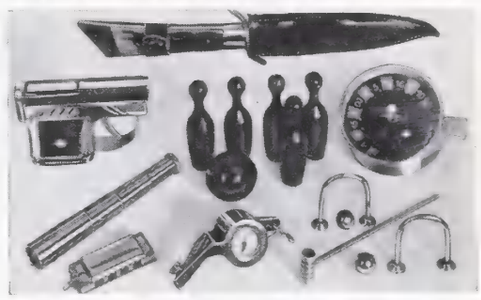
KNIGHTS IN ARMOR—Beautifully colored metal mediaeval soldiers with movable arms and spears! Box of 10 $1.50
G.I. SOLDIER SETS (not shown)—Various action scenes. Box of 5..... 75¢
PLUSH MONKEY—BO-BO is fully jointed and fully entertaining. German-make. 3½"..... $1.00
PLUSH HONEY BEAR—German-make. Movable arms and legs. Cuddly, lovable. 3½"..... $1.25
VILLAGE SET—"Out-of-this-world" for picturesque charm! 18 pieces. Colorful. Comes in gold-mesh bag for hanging on tree. $1.00



NESTED INDIAN SET—Kids love opening him up . . . finding Indian inside of Indian! 3½"..... $1.00
FUNNY-MAN PUZZLER—Take him apart and put him together! All-time favorite teaser! Bright enamel colors. 3" Also in Santa model (not shown)..... $1.00 each
WOODEN APPLE TEA SET—Life size apple converts to tiny tea table. Contains hand-painted teapot, 2 cups & saucers. 3"..... 50¢
ENCHANTED COTTAGE—Fascinating magical box that only you can open! Secret sliding panel reveals musical draw, hidden key. Inlaid wood. 6". Excellent value..$2.00



MICROSCOPE—Powerful lens, reflector. Has all fine features of professional "lab" microscope. Heavy metal. Complete with slides. A real Buy at..... $2.90
PAINT SET—12 excellent water-colors in tubes. Handy metal box. Real value!..... $1.00
ICE CUBE PAPER WEIGHTS—Shake 'em up and lo! Beautiful snow-scenes appear! 1¾". Set of 6 assorted . . . Snowman, Skaters, Country Village, etc. ..... Set $3.60
WATER FLOWERS—Drop one of these sealed shells into a glass of water and see beautiful flowers emerge. 8 Shells plus magic plants. Boxed..... 50¢
MAGIC GOLD FISH & WATER PLANTS—Very realistic and alive-looking. Lasts for months in bowl..... 75¢

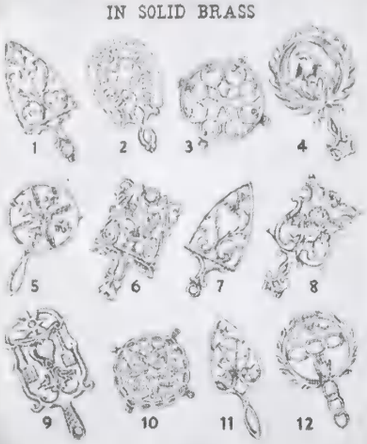


KNIFE IN SCABBARD—Stag bone handle. Finest razor steel. Handsome desk piece. May be worn in belt. 6½". $1.50
PISTOL POCKET LIGHTER—Gleaming polished chrome. Trigger-quick light-up. Stand included for desk or table use. 2¼". Novel! $2.00
TELESCOPE—4 Section instrument. Closes to one inch! Amazingly powerful. Rich chrome plate finish. Boys really love it! ..... 75¢
MINIATURE HARMONICA—Plays 8 true notes. All of 1½"! Girls adore these on charm bracelets . . . boys just go plain ga-ga! ..... 50¢
TRICK BOWLING SET—A "life-of-the-party" game with you hitting all the strikes. "Erratic" ball makes opponent the "fall-guy." 1¾" pins. A wow! $1.25
COMPASS WHISTLE—Heavy-gauge chrome plated metal. Fine for Boy Scouts . . . and taxi-hailing sisters! 2"..... 50¢
MONTE CARLO ROULETTE—Pocket-size wheel as exciting as the real thing..... 50¢
CROQUET SET—Beautiful solid brass finish. Nine 1" wickets, four 3" mallets, 4 balls. Make tablecloth or carpet your lawn and the game is on!..... $1.00

Q. T. NOVELTY CO., Box 54
Murray Hill Station • New York 16, N. Y.

CHRISTMAS COMES BUT ONCE A YEAR~

IN SOLID BRASS



SOLVE YOUR PROBLEMS WITH TRIVETS —THE GIFT OF COUNTLESS USES . . .

Choose from our 27 authentic designs. Individually boxed and shipped anywhere with your card, these lovely **solid brass Trivets** make ideal gifts. Each about 8 inches long—¾ inch legs. **(Same designs available in black iron.)**

PRICES: SOLID BRASS

Buy gifts in quantity and save! No extra charge for individual shipments. **We pay postage.**

1 for $ 2.50	12 for $25.00
3 for $ 7.00	24 for $48.00
6 for $13.00	27 for $55.00

Designs on this page: 1—1894; 2—Horse Shoe; 3—Lance; 4—Eagle; 5—Snowflake; 6—Grape; 7—Cathedral; 8—Cupid; 9—Dumb Dutch; 10—Lace; 11—Star; 12—Heart-in-hand. (Other designs on opposite page)

SEE OUR AD OPPOSITE PAGE

NOVELTYME Studios HELLAM 1, PENNA.

Musical Cathedral



An ivory translucent church made of beautifully molded vinylite plastic, has a Swiss music that plays "Silent Night." The concealed light shines through the simulated stained-glass windows. With a removable cross, it's lovely under your tree, as a table centerpiece. Use it later as a night light. 12" high. With bulb, cord and plug.

$6.95 including tax and postage.

Santa Claus Plaque



Jolly old Santa with his rosy face and gay red hat, is made of heavy vinylite plastic. Completely weatherproof, he'll light up your front door, decorate your living room wall. Beautifully colored, 15" high × 12" wide. With bulb, cord, and plug.

$2.98 including tax and postage.

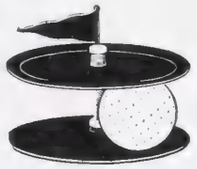
THE FITZGERALDS
545 Fifth Avenue, New York 17



GIFT FOR THE GOLFER

HOLE-IN-ONE PUTTING TRAP

Score a Hole-in-One on Christmas Morn with the *Hole-in-One* Putting Trap. Takes perfect shots only, just like a cup on the green. Steel construction. Use it on rug or lawn for systematic putting practice. Every golfer on your list will appreciate *Hole-in-One!*



FUN FOR PARTIES

Set up several of them for a miniature putting course, using books, pillows, etc. for hazards. Lots of fun, and a very good way to improve your putting game!

Each .....$2.00 postpaid

Set of 3 (Red, Yellow, Green . . . to make a 3-hole putting course) .....$5.00 postpaid

H. BERGHMAN CO.
54 South 19th Ave. Maywood, Ill.



DECORATIVE "DOOR CHARM" FOR A FESTIVE CHRISTMAS

. . . or choose from this list of gift-boxed Aromatic Evergreens from the Pacific Northwest.

★ Large "Treasure Chest" of choice Evergreens and Decorative Pieces $9.85
★ "Home Decorator" box of selected Greens, Holly, Cones and Decorative Pieces . . . 6.85
★ Large Box of English Holly, 24" x 12" x 3½" . . . 2.95
★ Large fragrant Noble Fir Door Wreath with Ribbon and Cones . . . 3.50

All gift boxes prepaid in U. S.
Send names, money order or check (No C. O. D.'s) to
KIRK'S EVERGREENS, Dept. 2-K Tacoma, Wash.
America's largest shipper of Christmas Trees and Florists' Greens

Colored RUBBER DOOR MATS



Your front entrance will do you proud, and guests will receive a warmer welcome if they scrape mud from their shoes on this good-looking rubber mat. Now available in Red, Black, White, Green or Blue with three initials worked into the pattern in any contrasting color.

16" x 24" (without border) . . . . $ 6.50
20" × 30" (with border) 9.95
24" x 36" (with border) 13.50

Postpaid
No C.O.D.'s please

EUNICE NOVELTIES Dept. B 110
Our 11th Year
P.O. Box 41 Rego Park, N. Y.



Window

Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping!



CAST-IRON BEAUTY. The Canton Pot has completely captivated HOUSE BEAUTIFUL. Already the staff has ordered over 50 of them. It cooks anything from scrambled eggs to baked casseroles like nobody's business. And with its gleaming enameled porcelain finish, it goes right to the table. Made in Sweden. 8½" covered pot. $7.95. 10" chop or fish dish. $5.50. Postpaid from Page & Biddle, Haverford, Pa.



SIMPLY TOPPING, and what a buy! It's a mouton collar'd, alpaca-lined storm topper in the new 32" length. The winter weight rayon gabardine is water-repellent and zero-proof, has a fly front with zipper closing. In forest green with beaver dyed mouton; red or natural with dark brown mouton; navy or slate with gray mouton. 10-16. 9-17. $25 plus 35¢ post. Gilchrist's, Box 115, Boston 23, Mass.



CHRISTMAS CARD TREE. Before you know it, the postman will be filling your mailbox with Christmas greetings, each one different, each colorful and decorative. So this year hang them on this green wrought-iron tree and use it as an eye-catching show-off on your coffee table. It holds up to 200 cards, measures 29" x 20½" wide. $3.25 postpaid. Malcolm's, 524 North Charles St., Baltimore 1, Md.

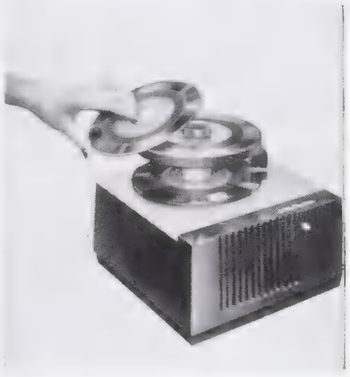


SHERIFF'S COMING, Kids! Better put that gun back in the holster and untie the bandit you caught holding up the stagecoach. The sheriff doesn't wear that Law 'n Order badge for nothing. As for those red suspenders, if you didn't know better, you'd think they were the famous Stork Club braces—small fry version, natch. $1.50 the set ppd. No c.o.d.'s. The Country Store, Concord, Mass.

Shopping with Pat Gunan



ONE FOR THE RECORDS. The RCA Victor "45" Record Player Attachment plays through any AC radio or TV set. plays ten 7-inch 45-rpm records up to 50 minutes! Lightning changer is foolproof. And the vinylite records are *superb!* With 1 record free and coupons for 5 additional records, plus the wonderful RCA Victor catalog. "Music America Loves Best." just $12.95 ppd. Telecenter. 96 Greenwich Ave.. Greenwich. Conn.



HEAVENLY WHIRL. The archangels fly and the bells ring as the heat of the three candles sets the upper half of this ingenious Archangel-abra in motion. Made of solid brass. it stands 17" high. and would be a Christmas-spirited centerpiece or mantel ornament. With three red candles, $7.95 ppd. Jenifer House. New Marlboro Stage. Great Barrington. Massachusetts.



PERSONALIZED SOCKS. This is just about the best children's item we've ever seen. particularly if you have more than one little sock-er and spend the best part of wash-day trying to figure out whose is whose. Plain white cotton socks come with any first name embroidered on the cuff in red or navy. Four pairs are $2.95 ppd. Better order now. and *print* names. Lord & Taylor. New York 18. N. Y.



PERSONAL PIPE. Every man and woman on HOUSE BEAUTIFUL has fallen in love with this. ordering it like mad for all their pipe-smoking men of distinction. Made of aged imported briar. the bowl is set with three handmade sterling initials. and it's a gift that will make you the girl of his pipe dreams. Just $5 including tax and postage. and delivery is *fast.* Edith Chapman. 50 Piermont Ave.. Nyack. N. Y.



BUT THE THOUGHT REMAINS FOREVER—

YOUR TRIVET GIFT TODAY BECOMES THE HEIRLOOM OF TOMORROW . . .

15 more authentic Pennsylvania Dutch designs—this time shown in smoky black iron. (These designs are also available in solid brass, at prices listed in our ad on opposite page.)

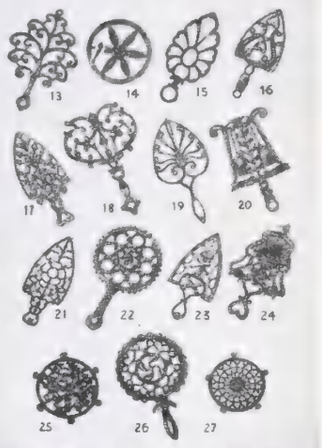
PRICES: BLACK IRON

Select in quantity for your entire gift list. Order by number. We pay postage.

1 for $ 1.00	12 for $10.00
3 for $ 2.75	24 for $19.00
6 for $ 5.25	27 for $21.00

Fifteen designs shown on this page: 13—Family Tree; 14—Star Wheel; 15—Dew-drop; 16—Heart; 17—Plume; 18—Butterfly; 19—Peacock; 20—Tassel & Grain; 21—Rosette; 22—Hex; 23—Military; 24—Sunburst; 25—Round Eagle; 26—Tulip-in-Motion; 27—Traditional.

IN BLACK IRON



SEE OUR AD OPPOSITE PAGE

NOVELTYME Studios HELLAM 1, PENNA.

a Charming pair



...to brighten and freshen your home

The charm and decorative harmony of these exquisite pieces will enhance any room — modern or traditional. These new silhouette prints are hand-screened in a pleasing deep wine color. Titles: pair, "IN THE GARDEN." Pair shown above, "CURTSEY." New design frame and finishes, all with narrow gold mat: BLEACHED WOOD effect with Soft Green. FOREST GREEN with Ivory. MAPLE with Forest Green. IVORY with Soft Wine. Quality Workmanship. Over-all size, 8¾ by 10¾ in. Specify title and frame finish. Order both pairs — they make treasured gifts.

POSTPAID **$7.50** *a pair NO C.O.D.'s*

EARL J. JONES
decorative art creations
727 N. WESTERN AVE. LOS ANGELES 27, CALIF.



The BABEE TRIP-PER

Xmas Gift for Mother *AND* Baby! A must for infant and toddler. Fitted travel-basket to hold all baby's personal needs for visits and trips. Comes with plastic bowl, tumbler, spoon, bib, pouches for cotton and dry cereal, talc, diaper bag. Room (16"x 10"x9½") for clothes, food, all the extras. Hand-made of sturdy, light-weight oak. Lined with gay, washable plastic. Postpaid $6.45. No C.O.D.'s.

ST. NICK'S WORKSHOP—Dept. HB
450 Sixth Ave., N. Y. 11, N. Y.



THE PERFECT TRAY FOR HOME OR OFFICE

NEW—EXCLUSIVE ASH TRAY
IN COLORFUL CALIFORNIA CERAMIC

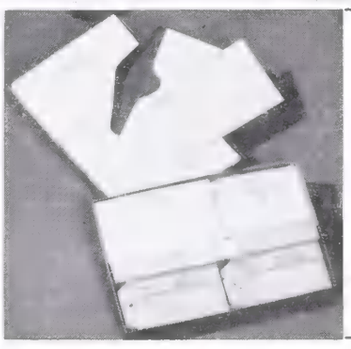
A Master Potter's Creation in the Modern Manner. Measures fully 8 inches across and 1½ inches high. In four stunning colors—chartreuse, turquoise, yellow and forest green. Has a lustrous permanent glaze for lifetime beauty. Each tray Gift Boxed and mailed, postpaid, anywhere in U.S.A.

Ideal Christmas Gift.

$3.50 EACH OR TWO FOR $6.50

Money back guarantee. Calif. residents please add 3% sales tax. Check or Money Order No C.O.D.'s

MARGUERITE BOLEY
6725 E. Fry St. Bell Gardens, Calif.



The Thoughtful Gift
THE LEDYARD DESK KIT
containing

75 sheets utility stationery
50 cheque envelopes — deep blue lined for greater security
50 return postcards
50 gummed labels
50 shipping tags
all with your name and address attractively boxed

$4.95 postpaid

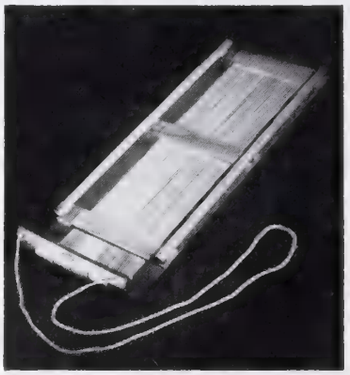
THE LEDYARD PRESS
427 Franklin Avenue
Hartford 6, Connecticut



Window



GLO-GLOVES. For night driving, these are terrific. The pigskin palms are as smart as Bond Street, and the gray suede-like backs are *completely reflectorized!* So your hand signals are brightly visible, even on the inkiest night, to the driver in back of you. Nor will cleaning dim their performance. For men ($6.95) or women ($5.95), small, medium, large. Ppd. Downs & Co., Dept. 11, 81 Salem Lane, Evanston, Ill.



SNO-BOGGAN is the junior version of the toboggan that's big enough for one to go belly-whopping, or two to sit bob-sled fashion. Sturdily made of oak and ash with red edges and a rope handle, it's grand for hauling small fry to the store, for Daddy to tug along on a Sunday walk. 37¼" x 14¼". $3.95 postpaid. Robert W. Kellogg Co., 96 Hillman Street, Springfield, Mass.



TAKE FIVE TABLETS of plain white paper, dress them up with bright red covers, personalize those covers with a full name, and you have a gift that's marked with distinction. Get a set for your homework-hounded child. Get several sets for a hostess who organizes after-dinner games for her guests. Get some for yourself if you're a scribbler. $1 for set of 5. Ppd. Giftcraft, 1234 E. 47th St., Chicago, Ill.

Grand to have — grand to give!

Colorful, Soft Kidskin

TRAVEL SCUFFS

in traveling bag with name in "gold"



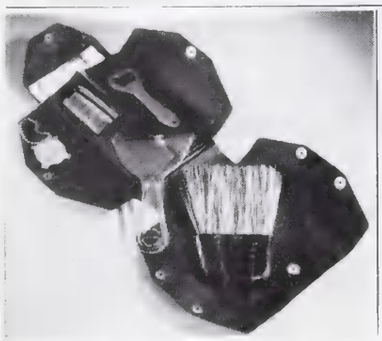
YOUR NAME → IN "GOLD" ON TRAVELING BAG

The grandest travel or stay-at-home slippers we've seen. Rich, soft, grained kidskin, in four handsome colors, with hard-leather soles.

They pack in a tough, durable, plastic traveling bag trimmed in kidskin to match the slippers. Bag snaps securely shut. *Any name embossed in "gold" on the bag at no extra charge.* The traveler will delight in this trim, tiny packet that lets him slip slippers into his luggage right next to clean shirts. Colors: red, brown, green or blue; sizes 6 to 12. (Full sizes only). Mail orders shipped promptly—$4.95 plus 24c mailing charge; no C.O.D.'s (add 3% state tax if you live in Ohio). Specify size and color. Please print name desired on bag.

THE UNION CO.

Long and High Sts. • Columbus 15, Ohio



You Auto Have This

This glove compartment kit is a grand gift for a driving man, auto vacationers. Stiff brush whisks dust and ashes from clothes, car seats. Cloth shines windshield, headlights. "Powerful Pete" set of screwdrivers is all-around tool. Bottle opener for refreshment. Windshield De-Icer for visibility. Comb for a well-groomed arrival. In leather case.

$3.95 postpaid

no c.o.d.'s please

Page & Biddle

21 Station Road **Haverford, Penna.**

STERLING SILVER

SUGAR and CREAM

Colonial in design and of substantial weight, from the Bailey collection of fine Silver. An ideal Gift for any occasion.

Sugar and Cream 3" dia. **$30**
Matching Tray 9" **$15**

(tax included) Add 50c for postage outside Metropolitan Phila.



BAILEY, BANKS & BIDDLE CO.

Jewelers • Silversmiths • Stationers

ESTABLISHED 1832

1218 Chestnut St., Philadelphia 5, Pa.

The illustrated Bailey Gift Book sent upon request.

See the WIND SPEED On a Dial!

Tells at a glance indoors how hard the wind's blowing outdoors! Every gust and lull in the wind is instantly shown on the handsome speedometer inside your home. The 5" polished brass dial registers up to 100 miles an hour. Installation is easy and quick: Simply mount the spinning cups on roof and connect the wire to the indoor indicator. Costs nothing to operate because it generates its own current. Fully guaranteed, complete with 50 feet of wire.



Only $49.95 Postpaid

Send Check or Money Order to:

CAPE COD WIND INDICATORS

Harwichport 11 **Cape Cod, Mass.**



Williamsburg Commemorative Plates*

BY WEDGWOOD

Limited edition of twelve scenic plates of Williamsburg, Virginia. Authentic. Different designs of famous historic buildings. Cream with sepia engravings. Dinner size. Sold only at Craft House. Set of twelve—$25 postpaid. Orders by December 10th delivered in time for Christmas. Send for descriptive brochure.

CRAFT HOUSE

BOX 217, WILLIAMSBURG, VIRGINIA

*Trade-Mark of Williamsburg Restoration, Incorporated



Rocky Mountain

Smoked Turkey

Nothing finer for special gifts or entertaining. Prime Idaho birds prepared by Robinson's famous 9-day recipe.

Arrives prepaid Special Delivery, ready to serve! Money back guarantee. Whole birds, $1.50 per lb. (8 to 18 lbs.). Send gift list, weight, delivery dates. Gift card enclosed.

Xmas orders by Dec. 15. Check, C.O.D.

ROBINSON'S

Box 1196C ★ Boise, Idaho

for Holiday Hospitality



HOENSHEL

Brandied **FRUIT CAKE**

Your guests will appreciate the superb, old-world flavor of this dark, rich fruit cake, chock-full of finest glacé fruits and choice nuts, mellowed with rare, old, imported brandy. Also an ideal Christmas Gift.



1½ lb. cake $2.05—3 lb. $3.82
3 lb. $6.02 . . . 3 lb. cake with Brandied Hard Sauce $4.57
2 lb. Plum Pudding with Hard Sauce $2.10

Prepaid East of the Mississippi, beyond add 25c

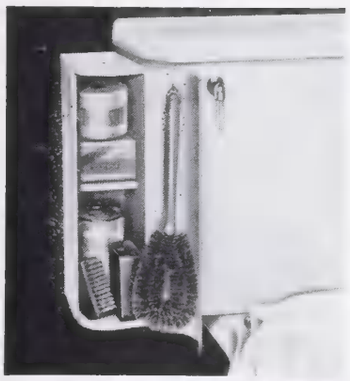
HOENSHEL FINE FOODS, INC.

1016 Hancock Street, Sandusky, Ohio

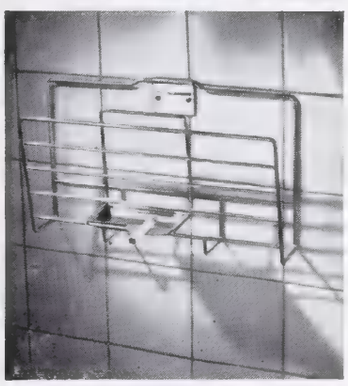
Shopping



FLANK THE TANK with the eatest hide-away for bathroom ecessities we've yet seen. The nconspicuous cupboard attaches o tank with "grip-clips," and its shelves hold toilet tissue, soap, leansers, etc., while your brush angs on a hook inside the door. ctually, you have a utility closet n the bathroom! White enameled netal, with 9" brush, just $3.29 pd. Order from The Fitzgeralds, 45 Fifth Ave., New York 22.



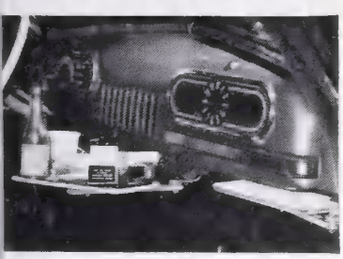
BATHROOM CADDY. This ombination magazine rack-ash ray attaches to your bathroom le, plaster, glass or wood by a iraculous liquid adhesive. And will hold everything from IOUSE BEAUTIFUL to the latest est seller. Made of welded steel ods, with triple plated chrome nish, it has a place for matches nd cigarettes. 12½" x 7½" high. 2.50 ppd. Miles Kimball, 33 Al-oma Blvd., Oshkosh, Wisc.



PICK THE BUCKET that has many uses you'll want to order ots of them. Made of hand-spun opper with a brass hoop handle, ou'll plant it with African violets philodendron for your window arden, heap it with peanuts and opcorn for the bar, load it with encils for your desk, with guest uffs for the powder room. 3" igh. $1.50 each, $2.85 the pair. pd. Elliott, P. O. Box 2661, harleston, West Virginia.



CAR TRAY *MAKES EATING EASY IN YOUR AUTOMOBILE!*



Installs in Seconds ■ No Holes to Drill

Now you need no longer balance food on the steering wheel or dashboard of your car! Install this car tray *permanently* in a few moments. When needed, simply swing it out into any desired position; when not in use, fits snugly under the cowl. Perfect as ■ writing desk, ladies' make-up aid, mother's table for infants and ■ dozen other uses. Made of steel in chrome plate or baked enamel; rubber mounting guarantees absolute quiet; neutral color matches any car interior. Only $3.49 for enamel or $5.49 for deluxe chrome model. Sent postpaid or C.O.D. plus postage charges. Money back in 10 days if not satisfied.

$3.49



AMAR DISTRIBUTING CO., Dept. AT-9, 22 Treat Place, Newark 2, N.J.

HANG 32 GARMENTS IN YOUR CAR— ND PACKING TROUBLES ON TRIPS



This amazing HANG-ALL Auto Wardrobe Rack fits flush with the roof of your car *above* doors or windows. Does not obstruct rear view vision or touch doors or windows. Attaches in seconds to any make or model car—instantly detachable if desired. Supports 100 lbs. of clothing full length. Only $3.98 for nickel-plated model, or only $4.98 for deluxe chrome-plated model. Sent postpaid — or C.O.D. plus postage charges. Money back in 10 days if not satisfied.

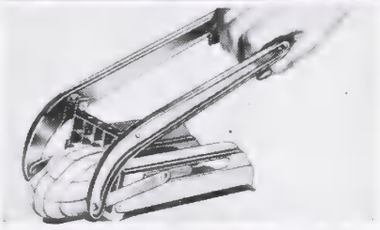
DAMAR DISTRIBUTING CO.
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KITCHEN AIDS THAT SAVE MONEY, TIME, EFFORT!

from Mrs. Damar's Kitchen Korner

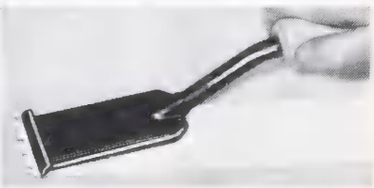


Like most homemakers, I'm always delighted when I discover a new gadget or invention that shows me how to save time, effort or money around the house. Here on this page are a few of my favorites—aids I just couldn't do without. If you fill in and mail the coupon now, I will send you any or all of these "housewife's friends" for 10 days' free trial in your own home. Unless you find that they literally take your household chores out of your hands, send them back to me and I'll refund your full purchase price at once. For extra hours of work-free time, mail the coupon *now!*



CUTS 24 PERFECT "FRENCH FRIES" — *IN ONE STROKE!*

Here is the first professional type potato and food chipper to be sold at ■ popular price. Simple, sturdy, easy to use. Just insert a whole potato, press the handle, and *presto!* —you have 24 perfect "French Fries" ready for cooking! It's wonderful for dicing carrots, beets, celery and salads. Mrs. Damar's Food Cutter is made exclusively for us in rust-defying steel, with a gleamingly plated finish. Easy to keep clean and absolutely safe to use. Weighs 1½ lbs. Attractively gift boxed. **$2.98**



NEW ELECTRIC INVENTION PEELS PAINT TO BARE WOOD *IN SECONDS!*

Next time you want to repaint or refinish anything in and around your home—use this amazing Electric Paint Remover. It peels off paint from *any* wood or metal surface—without scraping, sanding, or using dangerous chemicals or blowtorch. Just plug it into any AC or DC outlet—let it heat, and you're ready to remove 1 to 10 coats of paint or varnish, *right down to the bare wood*, in one easy stroke. Won't scorch or burn fine wood surfaces. Complete with UL-approved cord—plus an asbestos pad on which to rest it while working. And it's guaranteed for one year. **$3.95**



FRENCH CHEF'S GARLIC PRESS GIVES *ALL-OVER* GARLIC FLAVOR!

Here's how famous French and Italian chefs impart subtle, *all-over* garlic flavor to foods, without garlic lumps, slices, or "hot" areas! Just ■ slight pressure on this durable, aluminum Garlic Press converts garlic cloves to a smooth creamy *paste* that *blends* into your recipe. No more surface or "high point" seasoning. **$1.98**



MAKE DELICIOUS FRIED FOODS THE SMOKELESS, CRISPY WAY!

Here's the latest in ■ deep-fat fryer for making delicious Southern Fried Chicken, French Fried Potatoes, Doughnuts, Oysters, Frankfurters, etc. Just turn the dial to desired temperature and you're set. There's no fuss or muss or smoke in the kitchen with this scientific *Fryryte*—and no "hot spots" to cause burning. Heating element is evenly distributed—food fries *all-around* in *one-third* the time! Fat remains in unit for repeated use. Mirror-chrome finish and aluminum well—very easy to clean. Capacity, 4 lbs. shortening or 4 pints oil. UL-approved, 110 volts, AC only. Requires no maintenance. 1-year written guarantee. **$24.95**



ELECTRIC CORN POPPER MAKES CRISPIER POPCORN *AUTOMATICALLY!*

Yes, you can make larger, fluffier, more tender popcorn than ever before—with this *electric* corn popper. Plug it into any AC or DC outlet, and you quickly have 2½ quarts of crispy popcorn. No stirring, shaking, agitating necessary. This aluminum Corn Popper can be used for serving hot soups, chili, stews. Hi-speed hot plate is ideal for frying, boiling, stewing, etc. Generous supply of popcorn incl. **$6.95**



☐ **FREE CATALOG.** Check here if you wish to receive your free copy of Mrs. Damar's catalog . . . listing and illustrating scores of money-saving and time-saving inventions and aids for the home.

Mrs. Dorothy Damar, Dept. HBX-11
22 Treat Place, Newark 2, New Jersey

Please send me, postpaid, the items I have checked at the right. I enclose $ in full payment. If not delighted, I may return them within 10 days for full purchase price refund.

☐ Send C.O.D. On arrival I will pay postman $, plus postage and shipping charge. Same money-back guarantee.

Name .....

Address .....

City ..... Zone ..... State .....

CHECK ITEMS YOU WISH TO EXAMINE:

- ☐ Mrs. Damar's Food Cutter $2.98
- ☐ Mrs. Damar's Garlic Press $1.98
- ☐ Electric Corn Popper $6.95
- ☐ Electric Paint Remover $3.95
- ☐ Fryryte Automatic Deep Fryer $24.95
- ☐ Hang-All Auto Wardrobe Rack (described at left of coupon) $3.98
- ☐ Hang-All Auto Rack, Deluxe Chrome Model $4.98
- ☐ Car-Tray (described at left of coupon) enamel $3.49
- ☐ Car-Tray, chrome plated $5.49

HIGH, WIDE and Luxurious

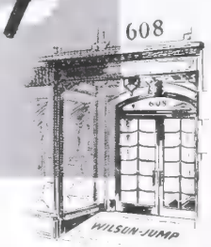




Truly a throne for Morpheus! A bed so long, so wide, so sumptuous, you'll gladly spend one-third of your life in it! And because these extra-size beds are the perfect blend of better living and beautiful decorating, you will find them frequently in room plans created by Wilson-Jump decorators. Whether your decorating problem is a bedroom, a whole house or a tiny corner, bring it to Wilson-Jump, where you will have the wide selection of unusual offerings and the help of our expert staff. Drop in when you're on Michigan Boulevard.

Illustrated: One of the many styles in our Hale Bed Shop —deep-tufted velvet Venetian headboard with baguette mirror border (6' wide) $472. Hale beds, complete with Beautyrest bedding, are available as wide and as long as you wish (up to 6'-6" in width, 7'-3" in length). Write for our booklet and specific information on the size you prefer.

Wilson-Jump



The store of distinguished Home Furnishings, Furniture, Draperies, Decorations

"Michigan Avenue by the Blackstone" • 608 S. Michigan Ave., Chicago 5



Window



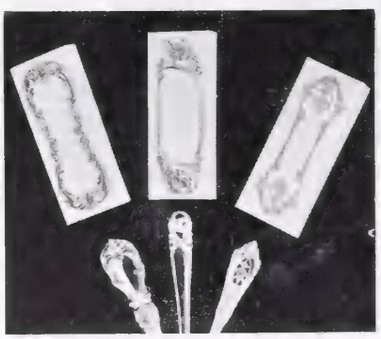
SCOTCH TAPE DISPENSE made of solid brass, polished an lacquered, and weighted to kee papers from scooting off you library desk, comes with a roll c cellophane tape 150" x ¾" wid Its saucer top holds paper clip and there's a cutting edge tha snips the tape at the desire length. Refills are $1 for 4 roll 2" high, $3.95 ppd. Northmore Highland Park 60, Ill.



LUCKY ENDINGS for you favorite books are these real pon shoes, hand heeled and turned l a Yankee blacksmith. Every hors lover you know, from little Hop long Cassidy fans to blue ribbo winners, will love them. Wit copper strap stamped with initia or name up to 5 letters, book en are $3 the pr., ppd. Horsesh Forge, Lexington, Mass.



WONDERFULLY SCREW Imagine a screw driver with flashlight in the handle to shi down on your Mr. Fixit's o jobs! This one comes in a fi cowhide case with a zipper ope ing, the handle is of non-sl plastic, and it's complete wi three different-size screwdriv heads. With extra battery and l monogram on case. $4.75 p Camalier & Buckley, 1141 C necticut Ave., Washington, D.



Silver Reflection Place Cards designed to match your *Sterling Silver*

hand engraved in silver ink for active patterns only—finishing touch for all your entertainment occasions—gift to delight every gracious hostess on your list.

Ppd. 8 dz. $9—4 dz. $4.80—2 dz. $2.75 —1 dz. $1.50 Tally inserts 25 for 25c.

TRAYLOR'S

818 Seventeenth St. (B) Denver, Colorado



FLOWER KNOBS are the sma touches of perfection that can make house memorable. Remarkably real-lool ing roses are carved in crystal clear l cite door knobs, and you may order th flowers in red, yellow, pink, or whit They're easy to install, and will fit an standard door. The price is pretty, to

$3.75 EACH POSTPAID

(DRAWER PULLS—similar colors—$3.25 ea

Sorry, no C.O.D.'s

THE HUNTINGTON COMPAN

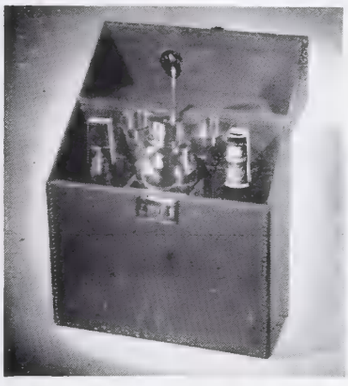
735 E. SYLVAN AVE., MILWAUKEE 11, WI

Shopping



ICTURE YOUR HOUSE, our garden, boat, or hobby, reproduced with snapshot clarity at the top of this unusual stationery. Simply send in a good, unwrinkled, glossy photograph, plus your name (or house name) and address, and you'll receive 120 sheets and 96 envelopes for $6.25; 240 sheets and 192 envelopes for $8.25. Postpaid, and service fast. The Ledyard Press, 427 Franklin Ave., Hartford 6, Conn.





RAVEL BAR. The fine cowhide case has a keyless combination lock. Open it up, and there's everything a traveler needs to refresh his spirits. The two end compartments hold any size liquor bottle, and the center well has a chrome-plated shaker. Also, there's a mixing spoon, 2 metal drinking tops, opener-corkscrew-knife combination. With gold monogram, $9.50 ppd. T. Anthony, 751 Madison Ave., New York 21.



The Gift That Every Man Wants

Any man will thrill to a gift like this: streamlined beauty to please his good taste, plus car performance and economy that knows no equal. In every feature of the "Mile-O-Meter" you'll find proof of the perfect gift for every man and "the man who has everything." Built with fine watch precision and appearance, it will last a lifetime. It enhances the appearance of the dashboard of any car and registers the miles per gallon faithfully at every speed and under all conditions. It also tells him when to tune his motor and even he can check and tune 31 motor adjustments simply by following the easy instructions. "Mile-O-Meter" is the most widely advertised auto accessory in the world. You've seen it in the Sat. Even. Post, Life, Colliers, Time and every magazine and newspaper published. Fits every car, regardless of year or make, and can be installed in 5 minutes by anyone.

Give him the gift that combines the things you want to give with those he likes to receive. He will remember you with every mile and think of you on every occasion he uses his car. The most practical and useful gift today, and one that will last a lifetime. It can be transferred even to the new car he may buy. It is the gift for every occasion. It measures the gas flow from the carburetor to the engine. It is guaranteed. Over 1,000,000 in use. We extend the full facilities of our organization to you by gift wrapping the gauge and we will enclose any card or letter for you that you forward to us with your order. If special handling is required we will see that your wishes are carried out to the letter. Your gift occasion is our business. This has been our motto for almost 100 years.

Direct Factory Shipment
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WORLD'S LARGEST PRODUCERS OF TUNE-UP GAUGES

King Richard	Rose	Royal Danish	Craftsman	French Provincial	Damask Rose	Prelude	Madeira	Old Master	Candlelight
33.00	22.20	32.00	25.75	25.75	24.75	24.75	24.50	25.75	24.50



Macy's New Silver Club Plan
Your Own Sterling Silver Service
Only $5 Down—$5 a Month
(for 24 pieces in 4 place settings)

Mail this coupon today
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Enclose $_____ down payment.
Pattern_____ No. of place sets_____
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Address_____
City_____ State_____
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Position_____
Name of Bank_____
(wife should give husband's occupation)

Here's all you do:

1. Choose from any of the 124 nationally advertised patterns by all leading American silversmiths.
2. Receive your *entire* sterling service with your first payment! Your 24 pc. set includes: 4 knives, 4 forks, 4 teaspoons, 4 salad forks, 4 cream soupspoons, 4 spreaders.
3. For 4 place settings (24 pcs.) $5 down, $5 a month; 6 place settings (36 pcs.) $7.50 down, $7.50 a month; 8 place settings (48 pcs.) $10 down, $10 a month; 12 place settings (72 pcs.) $15 down, $15 a month.
4. Receive, without extra charge, an exquisite Tory jewel-box anti-tarnish silver chest with your sterling silver service . . . plus one engraved initial on each piece!

Prices shown with illustrations are for 6 pc. place settings and include Fed. Excise Tax.

Above prices price-fixed by mfr. under Feld-Crawford Act of N. Y. and are subject to change.

His name hand painted

$3.50



Turn Sideways And Read His Name

Name of your own "Tom, Dick or Harry" hand-painted on handsome satin, solid-color Name-O-Graph tie. An unusual gift. New and different.

Superbly tailored in fourteen solid colors name in contrasting color.

Order by mail NOW for Christmas. Specify Color. Print full name, to be painted on tie. Allow 15 days for delivery.

Make check or money order payable to "Blach's." No C. O. D.

BLACH'S
FAIR AND SQUARE
Birmingham, Ala.



Paul Revere Would Approve . . .

if he could see how faithfully a famous silversmith of today has copied the bowl he made so many years ago. These beautiful replicas, plain without the hammering of the original, come in 3 sizes, each with a multitude of uses. All, lovely to own and lovely to give, are very substantial weight in exceedingly fine silver plate. No. 5 5" diam. at top $10.00, No. 9 9" diam. $18.00, No. 12 12" diam. $27.50. Prices include Federal Tax. Add 60c shipping charges.

Donavan & Seamans Co.
435 W. Seventh St., Los Angeles 14, Calif.



HOLIDAY decorations *from Oregon*

From the evergreen forests of the West. Centerpieces of holly, spruce, juniper, yew and cedar. Complete with candle. A gift of beauty that lasts beyond the New Year, $6.00, $7.50, $10.00 postpaid.

Glorious holly wreaths heavy with brilliant red berries, $5.00, $7.50, $10.00 postpaid.

Large boxes of holly, $5.00, $7.50, $10.00 postpaid.



Tommy Luke
Flowers for over 40 years
PORTLAND, OREGON



Window



VANE CREATURE. Here fine gift for the most weat wise person on your Christ list. It's an enormous ash tra highly polished brass, meas a full 10" wide, and the b iron rooster holds the cente the stage with cocky assura Above his head, a weather pivots whichever way the blows. $8.50 postpaid. Ah Gifts, 22 West 22nd Street, York 10, N. Y.



HAMPER FOR A SCA It not only holds a child's l dry, but it doubles as a gay be for his bedroom. In white, h decorated with any name, ar choice of the following dec tions: Evelyn Reed's fan "Susie" or "Peter," a cl lamb, cowboy, or cowgirl. 12½ 10" x 16" high. $7.95 ppd. Ev Reed. 538 Madison Ave., York 22, N. Y.



DIAMONDS? Not quite. we bet that only you will k that the brilliants are rhinest instead of the real things. A h horseshoe or circle, set in ling silver, would be wonde to tuck in the toe of a lovely la Christmas stocking. $7.30 e including tax & post. Gerlou. Fifth Avenue, New York 17.



DOLL'S CRIB-ROCKER

One of the nicest child's gifts we have ever seen. Well made to stand years of use. Exact reproduction of Big Sister's crib. 23¾" long, 14" wide, 18" high. Plenty large enough for 20" Doll. Maple Finish Only.

Price only **$5.95** Delivered

No C.O.D.'s

TEMPLETON CRAFTSMEN
Dept. 42 Templeton, Mass.



Automatic Pipe Filler and Tobacco Pouch

Just what *every* pipe smoker has been looking for! Fills pipe and tamps tobacco at same time without opening pouch. Smooth, easy to operate even with gloves on in wind or rain. Keeps moisture, odors, air and dirt from tobacco. Tobacco supply always visible. Made of light weight plastics, unconditionally guaranteed. *In attractive box,* **$1.95** plus 10c postage.

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Box 55 Chester Springs, Pa.

SantaSok

. . . Beautiful, large personalized Christmas Stocking . . .

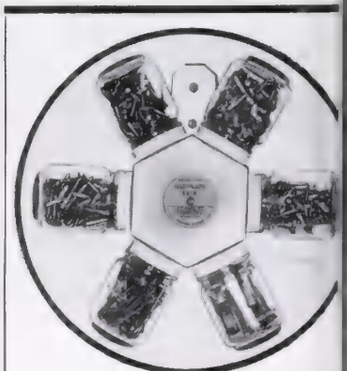


For every member of family . . name applied with flat-iron from 3 complete alphabets, each SantaSok. Use balance of letters for other articles. Excellent material, hand blocked, fully tailored, red and white — 19 in. long. Money back guarantee.

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"A Man's Gift"

REVOLVING HARDWARE RA

Keeps nails, screws, etc., where th can be found quickly. This large dispenser has six 4 oz. clear glass j which screw into caps around a woo en hub. Finished in bright red lacqu complete with 2 mounting screws.

by mail only **$1.50** *ppd. No C.O.D*

L. LYLE BAKER CO.
BOX 127 BISMARCK, MISSOU

Shopping



SILLY PUTTY. We tried and tried to illustrate this for you, but finally our sweet, untemperamental photographer got slightly silly himself. Silly Putty is plastic madness. You roll it around in the palms of your hands until it becomes a ball. You drop it on the floor and it bounces higher than a rubber ball. Stretch it quickly and it breaks—slowly, and it pulls like taffy. Hit it with a hammer and it shatters like glass. Lay it over your funny paper and it picks up the print perfectly. Let it alone and it melts into a tired little puddle. I brought some home to my grown-up husband and he's *silly* about it. Nor does it startle me any more when he rolls it into a ball and bounces it off the opposite wall while he's reading in bed. A plastic eggful is $1 postpaid. Silly Putty was born at, and comes from The Block Shop, New Haven 11, Conn.

MONOGRAMMED SHORTS. Superb shorts of Wamsutta Supersale come in either the Boxer or French back style, and if you give them to your husband he'll wonder if maybe you *aren't* the mink coat type. Monogram in any color. Shorts in white only. Sizes 30-44. $4.50 the pair; 3 pairs for $12.75. Add 25c post. Orders must be in by Nov. 25 for Xmas deliv. Franklin-Bayer, 630 N. Michigan Ave., Chicago 11, Ill.



KISS-TIMER. Once the news gets around that you wear *this* pinned to your lapel, your telephone is going to get nervous hiccups from overwork. It's a tiny hour glass attached to a "kiss" pin, and when the sands of time run out—20 seconds—that's *enough!* But use it sparingly 'till someone comes along who makes the Kiss-Timer as disturbing as an alarm clock. Gold plated. $1.50 ppd. Gift Clues, Beacon, N. Y.



NEW! 4-PIECE SMOKER'S SET



REMINISCENT OF FINE EUROPEAN HAND CARVING

This superbly designed imported 4-Piece Smoker's Set is truly a possession you will cherish. The exquisite workmanship will simply amaze you . . . because it is as handsome as fine jewelry.

Set consists of extra-large cigarette tray with cover (5"x3¼"x1¾") suitable for either regular or king size cigarettes and perfectly matched twin ashtrays (4¾"x3¼"x⅝"). May also be used as attractive candy dishes. Made of silver-plated tarnish resistant metal.

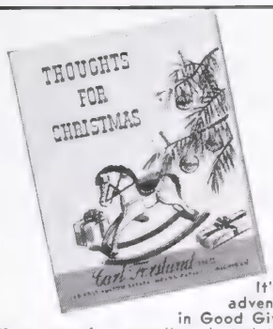
AN UNUSUAL GIFT FOR *EVERY* OCCASION! Treat your friends or relatives to this outstanding gift. Unfortunately, *the quantity is limited*—so order sets NOW and put them away.

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Now Amazingly Priced at Only **$3.95** Gift Boxed

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MAGGIN'S, Dept. HB-11, 303 Fifth Avenue, New York 16, N. Y.

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Christmas Catalog



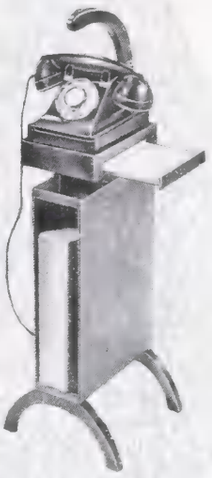
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48 pages of personally selected treasures from our famous "Quaint American" collection of Cherry furniture, reproduced milk glass, and authentic accessories — available no where else in America — but from us, by mail.

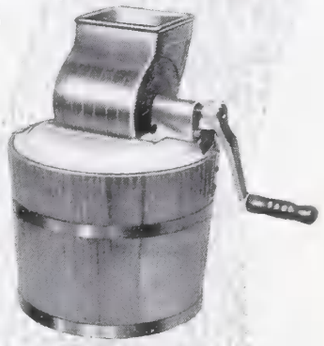
Just send postcard for FREE Christmas Catalog to

Carl Forslund, INC.
122 FULTON
GRAND RAPIDS 2, MICHIGAN

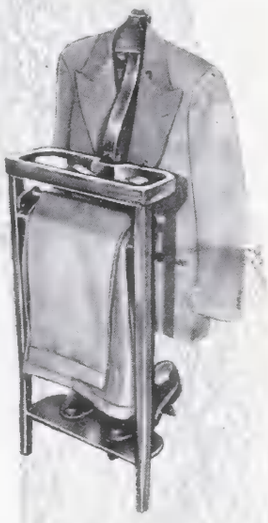
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NEW IDEA IN 'PHONE STANDS— Streamlined, compact, with carrying handle, pull out drawer and file space plenty big enough for fat directories. A positive beautifier for home or office. In walnut or mahogany. 30" overall. For square phones, as shown.....**14.95**
For oval phones.....**15.95**

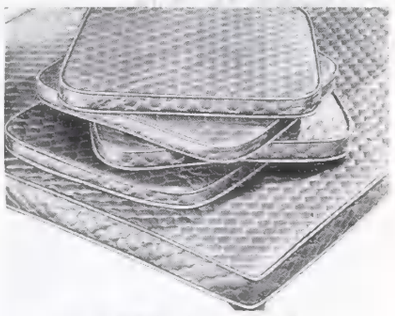


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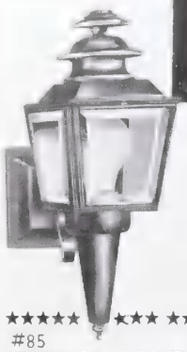


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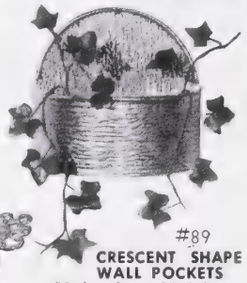
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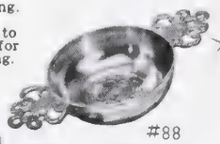
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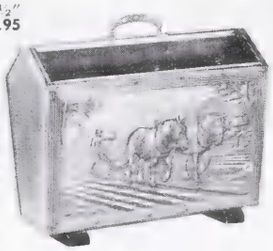
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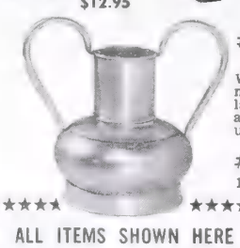
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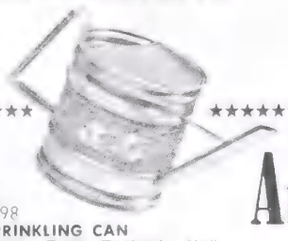


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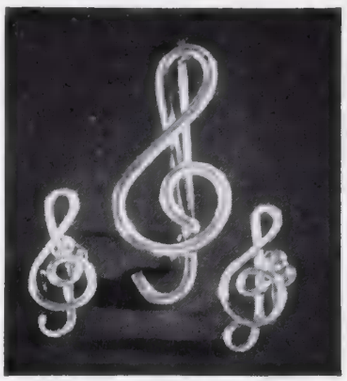
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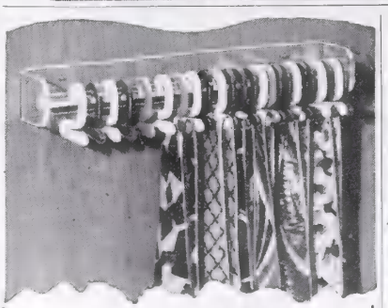
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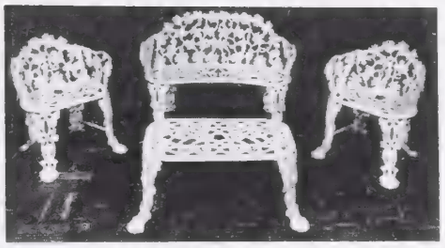
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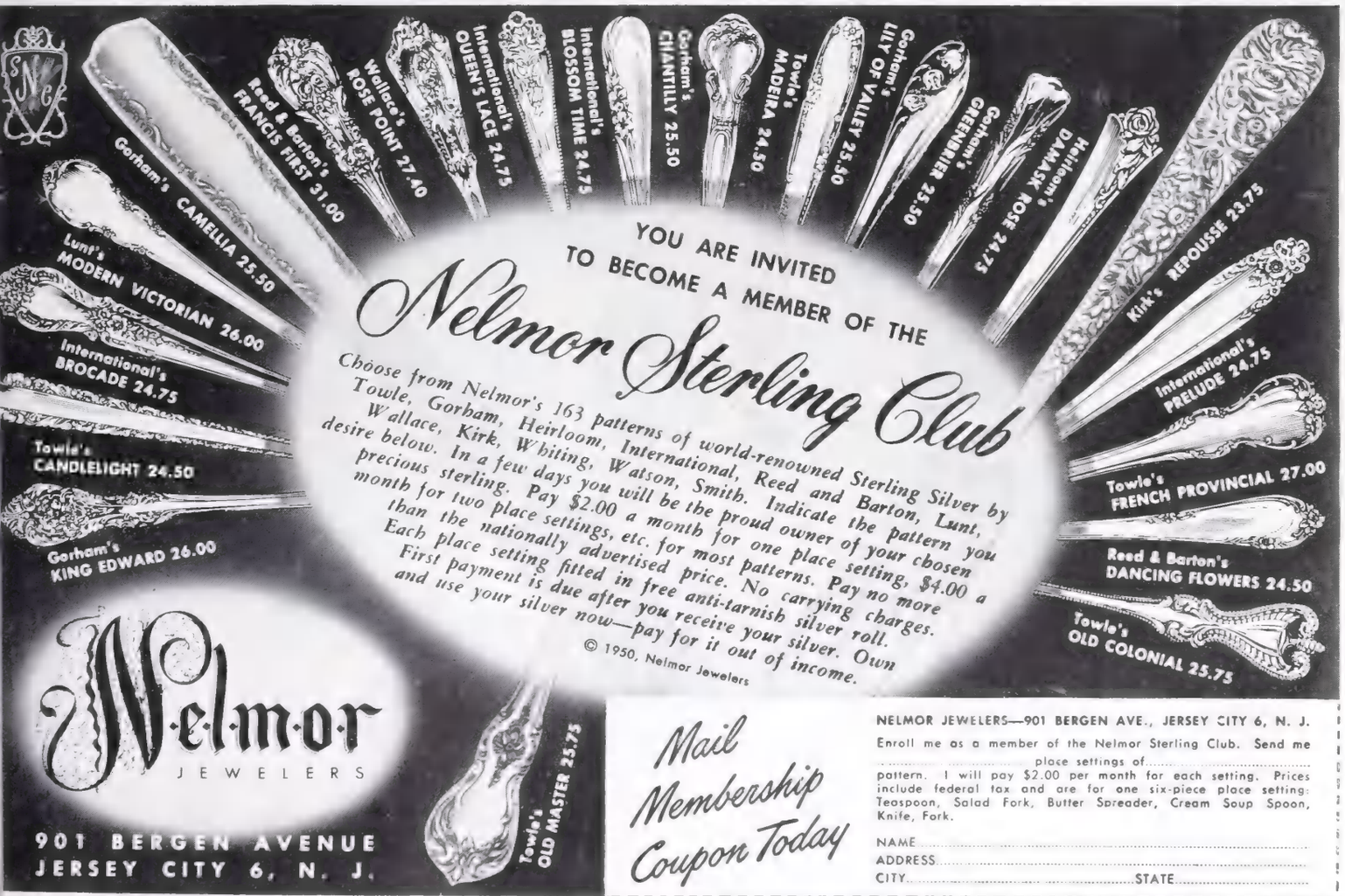


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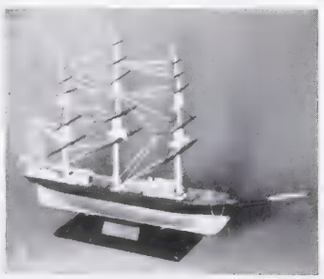
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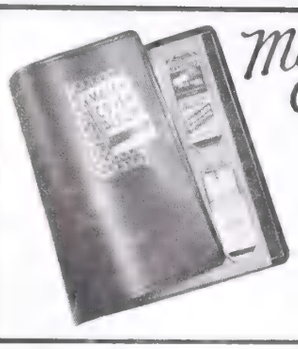
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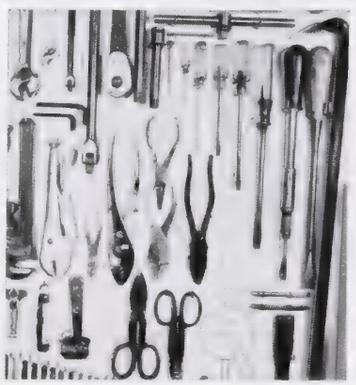
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(*Continued on page* 45)



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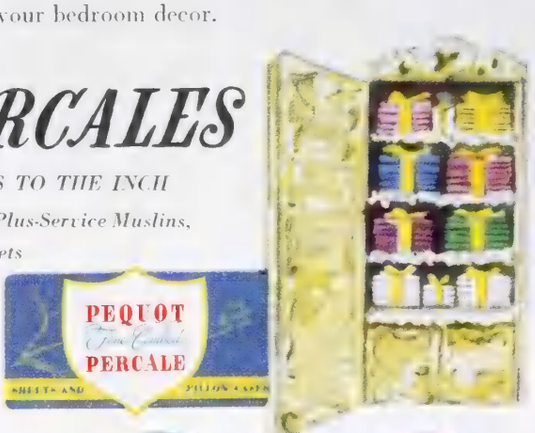
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Window Shopping

CONTINUED FROM PAGE 40

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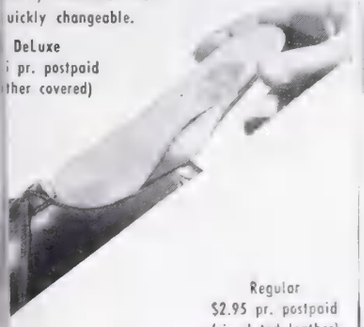
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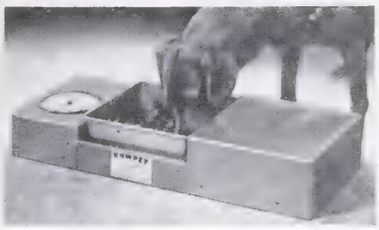
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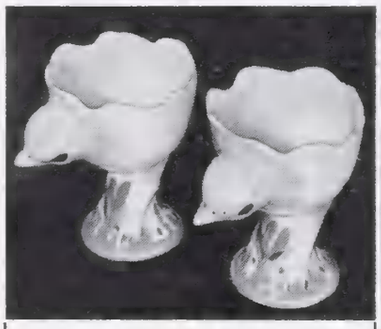
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beautiful, hand-painted

EGG CUPS

The egg and you will be in perfect accord . . . A Car-Del original . . . these beautifully hand-painted "little chick" egg cups are fashioned of glazed ceramic. Will brighten your breakfast table or make charming gifts for any occasion. Complete satisfaction guaranteed.

Set of four **$2.00** postpaid

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What Could Be Sweeter Than This

HONEY JAR

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The Shop in the Garden
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You'll be pleased

with these beautiful

TORCHIER CANDLE LAMPS

For smart informal or formal dining, indoors or out, they add a distinctive touch to your table. Lamps are 11 inches high, have beautiful satin brass base, with snow white, luminous glass cylinder.

The Pair, $17.50 Postpaid
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Here are happy solutions to many of your difficult gift problems . . . rare and choice delicacies, attractively packed for holiday giving.



RARE CHEESE CROCK SET

Three exotic cheeses, aged in brandy and choice wines, are gift packed in a set of three colorful pottery crocks . . . Gorgonzola in Brandy; Roquefort in Brandy; Cheddar in Sherry.

3 4-oz. jars **$3.35** **3** 8-oz. jars **$4.95**

Price includes postage within U.S.A.



WINDMILL CHEESE GIFT BOX

Eight rare and delectable imported cheeses are packed in Dutch windmill design . . . included are Roquefort in Brandy; Edam in Sauterne; Cheddar in Port Wine; Gorgonzola in Brandy and four selected Norwegian cheeses of rare flavor. **$2.95**

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RUSTIC NUT BOWL

What is a holiday dinner without nuts? Delight your friends with this unusual Rustic Nut Bowl and Hammer, filled to overflowing with choice nuts in the shell. **$3.50**

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ORDER NOW FOR THANKSGIVING and CHRISTMAS DELIVERY!

CHARLES & CO., INC. (Dept. H.B.)
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My check or M. O. enclosed. Please send postpaid, safe arrival guaranteed:

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Lettering is ¼" high, one color only per ½ doz. Postpaid, no CODs please.

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SAVE OVER . . . . . $ 6.00

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Window



LOVELY KWAN YIN, the Chinese goddess of mercy, is a figure of such grace that we still can't understand why her price tag doesn't read like a telephone number. Made of white Chinese porcelain, she's beautiful on a mantel, a chest of drawers, or stand her in the center of a low flower arrangement. 5" high, $1; 9" high, $1.95; 12" high, $3.95. Postpaid from Carson Pirie Scott & Company, Chicago 3, Ill.



ROLL OUT THE BARREL, fill it with eggnog, champagne punch, or hot Tom and Jerry, and your party will be a barrel of fun. A wonderful copy of an 18th-century brandy barrel is made of white porcelain, decorated with a red and green tree, and Christmas Spirits. It holds about 3 quarts, has a brass spigot for happy tapping. $11.50 ppd. The Red Door, 1707 Central St., Evanston, Ill.



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A REAL AMERICAN FLAG



to grace your DINNER TABLE or OFFICE DESK. Heavy tip-proof metal base and 12" mast—polished chrome. You can even *raise* and *lower* this silk flag by its gold halyards. "Old Glory"—in your home or as gifts and prizes that are different. What could be more timely?

$2.50 post paid

Send $2.50 for one; $5.00 for Twin Set—direct to:

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Dept. A, Chartley, Mass.

WASH FRAGILE THINGS SAFELY!



Lyon's Washing Bags

Designed to protect fragile or dainty articles while being washed in any type of washing machine. Also to enclose articles which are apt to tangle with the rest of the washing, such as aprons, children's dresses with ties, etc.

The mesh is small—does not catch on buttons, hooks, etc., as larger mesh would, yet it allows free passage of water through the bag. Closed with covered rustproof snappers, allowing full capacity of bag to be used.

Set of Two Bags

Small bag, 11"x13" for washing belts, doilies, handkerchiefs, gloves, lingerie, stockings, etc. Large bag, 17"x20", for blouses, children's dresses, panel curtains, etc. Ideal for gifts and bridge prizes. Packed in cellophane. Mailed postpaid, both for..... **$1.85**

Extra large bag, 17" x 26" for ruffled curtains, etc.....$1.40

(No C. O. D.'s please)

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2443 Hazelwood **Detroit 6, Mich.**

Shopping





SNOW CRYSTAL TREE and candlesticks, that look as if that winter sprite Jack Frost had charmed them into existence, are made of sparkling plastic. A really breath-taking centerpiece for your Christmas table, the tree stands 20" high. $12.50. Candlesticks done in a star motif are " high, $6 the pair. Ppd. Malin Mapelsden, 825 Lexington Ave., New York 21, New York.



ELEGANT BARGAINS. When we saw this in Miss Marks's lovely shop, we couldn't believe the price tag. A double food warmer made of copper in such a handsome design is a find at $25. And in your buffet it's wonderful for everything from family Sunday brunch to your favorite party dishes. AC-DC. $25 express collect. Alice H. Marks, 9 West 57th St., New York 19, N. Y.



VALETRAY is going to be installed in our happy home tonight. It goes on the back of the closet door or in the top drawer of your husband's highboy where he holds his keys, coins, lighter, pen, pencil, cigarettes, wallet, cuff links, etc. No more clutter on dresser-top! In bronze or mahogany plastic, 19¼" wide x 4" long x 3¾" high. $3.50 ppd. Lewis & Conger, Sixth Avenue at 45th Street, New York 19, N. Y.

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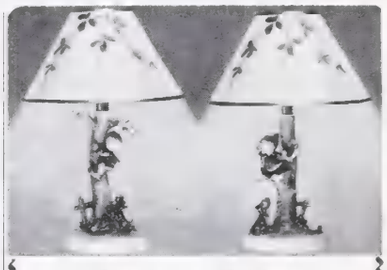
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HUMMEL FIGURE LAMPS

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Apple Tree Boy Lamp and Apple Tree Girl Lamp

These delightful and charming children's lamps are the only lamps ever created by the late Berta Hummel . . . shown for the first time in this country. Signed collector's pieces, each includes apple-blossom parchment shade, standard U.L. push button switch in base, receptacle, cord and plug. 16½" high. Postpaid each $15.00. No COD's, please.

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These smooth palm-leaf baskets are handmade by native craftsmen of Southern Mexico. Ideal for serving breads and hot biscuits — fruits, cookies, candies, and cakes — or for a host of other uses. They're natural straw color, measure from six to eight inches across, and are deep enough for almost any purpose. Order several sets today — some for yourself and some for gifts.

Southwestern Gifts

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Olde Thompson . . .

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(in blue or pink)

These lovely pepper mills and salt shakers are styled to match beautiful Chinese Willow design dinnerware. The exquisite sets may be used to complement other dinnerware patterns in blue or pink. *Olde Thompson* Pepper Mill Sets are perfect gifts, coming to you attractively gift packed with a supply of peppercorns and a booklet outlining the superiorities of freshly ground pepper. Each *Olde Thompson* Pepper Mill is guaranteed for life against mechanical failure. The beautiful Chinese design in the famous blue or pink willow will be shipped to you prepaid for $8.50 the set, or $5.95 for the mill alone. Specify color, blue or pink. Send your check today.

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Now you can get a Ready-Built fully assembled CUPOLA for your garage, breezeway or ranch house that will fit on any pitch roof. Made of pine, painted white, roof COPPER covered, 25" high, 19" square at base. Only a screwdriver needed to put up in 10 min. Only $29.75 Ex. collect. Smaller cupola for 1 space garage $23.75 Ex. collect. Weathervane shown 19" x 23" all copper, black or natural only $8.95 postpaid.

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Say goodbye to dried-out loaf cakes! Of aluminum with tight-sealing slip-on cover that seals moisture in and keeps cake fresh for days. 13½" long. No. HK3581. **$2.49** ppd.



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Window



FRAME FOUR LOVES and play eenie meenie until your heart tells which one. A golden frame holds four pictures 2" x 2¼" each, and you'll set it on your dressing table, fold it for carrying when you go tripping. Hand-engraved with a three-letter script monogram (underline last initial). $4 incl. post. and monogramming. No c.o.d.'s. The Lillian Shop, 20 Armat St., Philadelphia 44, Pa.



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Individual lamb's wool powder puffs are as soft as a butterfly kiss, and the pastel suede-like backs are stamped in gold with any first name, monogram, Sweetheart, Darling or Mother. A clear-plastic cylinder comes with 4 small and 2 large puffs. We think it's a superb gift.

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Allow 2 weeks for delivery

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Pennsylvania Dutch

CHAIR

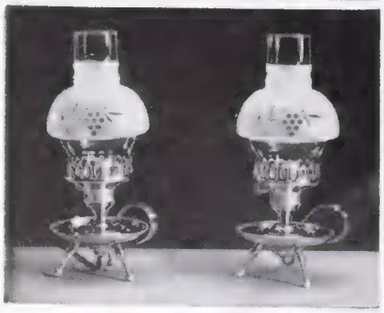
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$9.95 postpaid With rocker, **$10.95** Immediate Delivery

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Large Size Electric

HURRICANE LAMPS

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Prepaid To You Anywhere In U. S. A.

They stand 11¾" high. Constructed of solid brass with a highly polished brass finish which is protected by baked lacquer to permanently preserve beauty. Crystal etched Colonial shades. Known as our No. HB-5 Hurricane Lamps . . . . very unusual at $7.75 per pair, prepaid to you anywhere in U. S. A. Send check or money order. No C. O. D. orders.

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HERE COMES CHRISTMAS IN AN OLD-FASHIONED SLEIGH

Cleverly wrought of wire, this little Sleigh is one of those holiday decorating favorites you'll display year after year on your festive table or fireplace. Wonderful as a centerpiece filled with fruit or candy . . . an inspired holder for Christmas cards or tiny gift packages. 9 inches high. Sleigh only, post paid **$3.95**

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The Mill Post

Box 31, Edina Branch, Minneapolis 10, Minn.



Siesta Stools!

Something New!

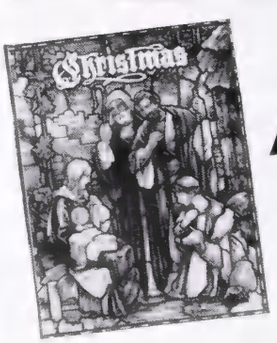
Unique handmade creation lends atmosphere to game room, den, studio, or patio. Distinctive gift.

Heavy saddle-leather seats with laced corners, sturdy cane legs. Form-fitting ultra comfort. Portable. Men ride astride, ladies sit side-saddle. Pull up to fireplace, canasta, television or bull session. Ideal for lodges, guest ranches.

$7.95 each, 2 for $15.00 prepaid. They're effective in pairs!

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VOLUME 20

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Shopping



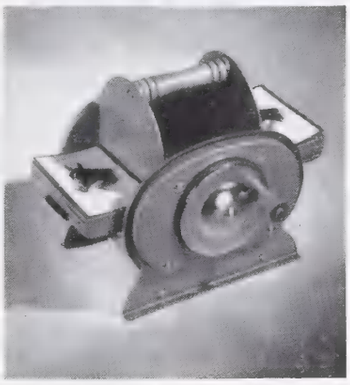
APOTHECARY JARS. Long ago, these were made in France, and recently the same Limoges firm has started making them again. Made of fine porcelain, each one is inscribed in Latin. Turn them into lamps, fill them with flowers, or spot them on your mantel where they'll dominate your room. In pastel blue, green, yellow, or pink. $17.50 each. White, $15. Ppd. Old Mexico Shop, Santa Fe, New Mexico.



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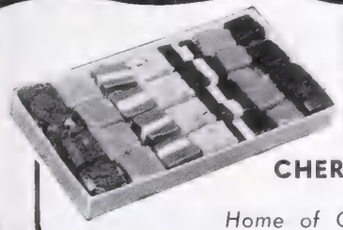
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for TABLE CHARM

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the pair $2.50

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These exquisite heavily silver-plated salt and pepper shakers will add individuality to your table and their captivating beauty will compliment you as the perfect hostess. Superbly designed and delicately detailed for traditional or modern table settings. An impressive gift that's really new and smartly different; handsomely gift boxed. You'll be proud to own or give Fleurettes.

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Chest Mirror

IN SOLID HONDURAS MAHOGANY

$17.50

prepaid to you

(TRUE VALUE $22.50)

You'll be thrilled with the superb cabinet work and the hand-rubbed, rich, soft Colonial mahogany finish. Note the over-size specifications (it's a big chest mirror) . . . an exact reproduction of the original Dorothy Robinson Chest Mirror in solid Honduras Mahogany. Makes an ideal Christmas, wedding, or anniversary gift.

SPECIFICATIONS

Overall dimensions: 24" wide; 8½" deep; 22¾" high. Solid Honduras Mahogany throughout. Adjustable swinging tripod mirror 12" wide x 24" high; large trinket drawer with solid Mahogany Colonial knobs. Very special at $17.50, prepaid to you anywhere in the U. S. A.

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1½" " 4.50 " 3¼" " 12.50 "
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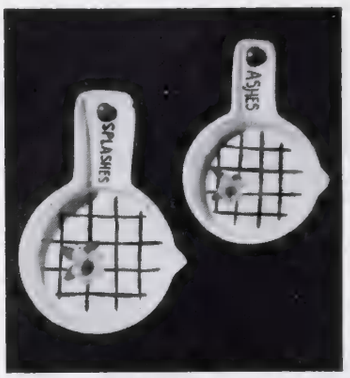
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Charles Curio Art Shoppe

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Window



ASHES AND SPLASHES. Two little skillet-shaped trays are bright ceramic pin-ups for your kitchen wall. When you relax with a cigarette after whipping up a masperpiece, down comes "Ashes." When you're stirring a sauce smooth, rest the dripping spoon in "Splashes." A gay kitchen shower gift, the pair is just $2.25 postpaid. Order them from Harvard Gifts, 74 Harvard St., Pittsfield, Mass.



HOT-HEADED. Let the wintry winds blow. You'll meet them head-on, snugly smug, in your mouton-flapped corduroy hat. The water-repellent corduroy crown comes in red, brown, tan, or gray. The genuine mouton flaps cover ears and neck, may be worn up or down. Fine for your duck-shooting husband, your college daughter, your own chilly bean. 6½—7⅞. $4.75 ppd. Harmon Hats, Croton-on-Hudson, N. Y.

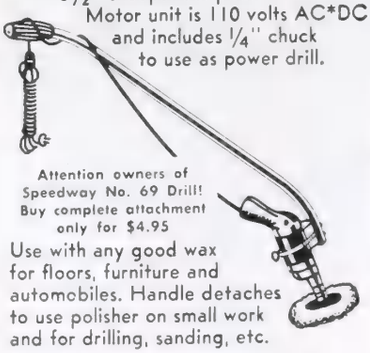


THE "HOPPY" TIME is the best time of all for Hopalong Cassidy fans, and with this wrist watch they'll all be clock-watchers, will never be late for their favorite program. A picture of the great man himself is on the face, and even the strap is as western as a rodeo. $5.50 incl. tax and post. Frances-Morris, 1016 Carroll St., Brooklyn 25, N. Y.

ESCO ELECTRIC FLOOR POLISHER

only **$14.95** complete

Includes four-foot handle with grip, sixteen-foot cord, 6½" sheepswool pad. Motor unit is 110 volts AC*DC and includes ¼" chuck to use as power drill.



Attention owners of Speedway No. 69 Drill! Buy complete attachment only for $4.95

Use with any good wax for floors, furniture and automobiles. Handle detaches to use polisher on small work and for drilling, sanding, etc.

Send check or money order.
Sorry, no C.O.D.
We prepay at our expense.

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253 Franklin Street Boston 10, Mass.



CHRISTMAS SHOPPING made as easy as . . . Shuffling 1, 2, or 3 Decks of Cards

with the NEW Kingsbridge **Canasta SHUFFLER!**

Can you think of anyone on your Christmas list who won't be ever-grateful to you for this clever and useful gift? Cards are simply placed on the special ledge, lever is pressed lightly, and presto! They're perfectly shuffled, none spilled, and cards will last longer. The Shuffler is handsome, too – in enameled hammered metal, chrome trimmed. Buy it today for those to whom you wish a really Merry Christmas – and don't forget one for yourself!

Order direct from us, Dept. L, adding 25c for packing and postage. **$2.95**

Atlantic PLAYING CARD CO. 45 West 25 Street, N. Y. C.

Shopping



THEY SWING AND RING. The Bells of St. Nicholas are automatic electric Christmas bells that have to be seen and heard to be truly appreciated. Hang them on your tree, your wreath, in the door, at the window, across the mantel. Just plug the socket into any electric outlet, and watch them swing, sway, and tinkle. Set of five 2" bells, $4.98 ppd. Damar Distributing Co., 22 Treat Place, Newark 2, N. J.



COCKTAIL RINGERS. Pure linen Christmas bells are the merriest cocktail napkins that ever rang for an eggnog, or tolled" a host that a martini glass needed filling. They are without sound effects, of course, but the mood they strike is full of good chimes. In bright red with green clappers, a set of six just $3.50 postpaid. You can order them from Crane's, 419 E. 57th St., New York 22, N. Y.



A SLEIGH OF CANDY CANES and evergreen branches, and you have a centerpiece as rich with the merriment of Christmas as the stockings hung by the chimney. The milk-glass sleigh bowl is made from the original mould. $6.10. And the authentically designed milk-glass candleholders complete the pretty picture. $3.10 the pair. Set of 3 pieces, $8.85. Ppd. Carl Forslund, 122 Fulton, Grand Rapids 2, Mich.





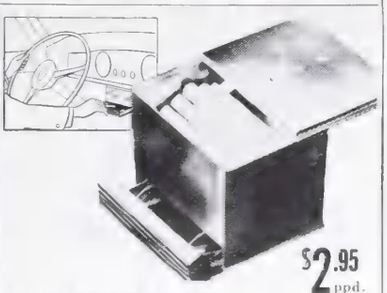
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Truly a gift to gladden the heart—from high in the hills of Mexico comes this hand-decorated, strongly made, "junior size" chair (17" high), 15" wide seat of tough woven palm fibre. Background colors, choice: red, black, blue, willow. Perfect for Christmas! only **$3.95** Postpaid

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514 Wisconsin Ave., N.W., Washington 7, D. C.



$2.95 ppd.

AUTO-MATIC
CIGARETTE LIGHTER

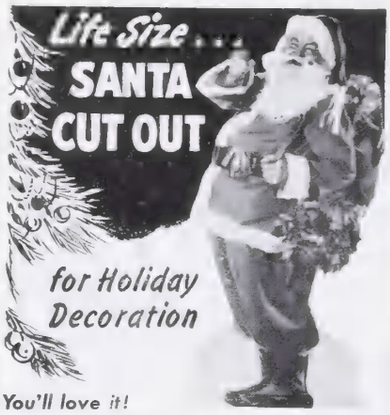
Hands you a lighted cigarette—one at a time, as you want it!

Open the drawer of this automatic dispenser, and help yourself to a lighted cigarette! Easily installed under the mantelboard, this lighter-dispenser holds 20 cigarettes, does away with fussing and fumbling, makes smoking while driving safer!

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the newest in Christmas candles
IMMEDIATE DELIVERY



Individual figurines are hand colored and caped with frosty-white snow. This unique candle centerpiece is 8" high and will add beauty and joy to every holiday table.

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Set of 7 pieces, completely postpaid
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LARGE BASKET $3.00
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COLOR FIRE CRYSTALS . . . 1.00

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NATURE'S NOVELTIES, Dept. A
DUARTE, CALIFORNIA



Window



BARGAIN BAR. For parties you'll use it as a bar, of course, or as an extra serving table in the dining room. But it's equally accommodating as a solitaire table or a portable desk for writing notes, paying bills. It folds flat, is chrome plated, stain-resistant, and the tray top comes in black or red. 16½" x 22½" x 28" high, $9.98. Exp. coll. Beaumond Distributors, 133 Lexington Ave., New York 16, N. Y.



RAIN VALET. When rainy-day guests land at your front door with dripping gear, they'll park it in the rain valet, and you'll be a weather-wise hostess. The black metal base, 12" x 24", has a rubber tread for rubbers, and the curved chrome arm fences in a party-load of umbrellas. On fair days, the whole thing folds up for closet storage. $3.95 plus 25¢ post. Arthur's of Plainfield, 178 E. Front St., Plainfield, N. J.



WIND HIM UP and this little Tyrolean spins around in a spirited dance. And he looks as if he's accompanying himself on the miniature accordian he holds on his round little tummy. He wears a pert Alpine hat, complete with feather, and has embroidered suspenders holding up his short felt pants. Fun for the big and littles in your house. $1.50 postpaid. Elizabeth McCaffrey, 200 West 16th St., New York 11.

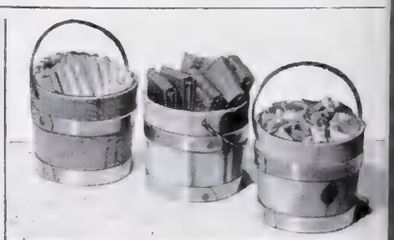


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Seasonings twirl into easy reach with this table sized Lazy Susan! Complete set consists of two 4 oz. clear glass cruets, a relish jar, wooden salt and pepper mills from France . . . on a ball bearing base of rich hand polished birch. 8¾" diameter. Exclusive with POST MART. Only **$7.95** ppd.

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THE POST MART INC.
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Red Cedar—Brass Bound

These little buckets are turned out of solid cedar. They can be used as ash trays or cigarette stands for the coffee table, or as pencil and paper clip stands for the desk. They make a fine gift for children, particularly if filled with sweets. Or it's a shaving mug! 3½ inches tall, two brass hoops, copper handle.

Each	3 for	6 for	12 for
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Shopping



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HILL BILLY and his twin sister have stopped feudin' long enough to do a square dance. And they twirl to the tune of the "Arkansas Traveler" when a small bandmaster cranks the handle that operates the music box. Billy's decked in red and white gingham shirt and blue jeans, his twin wears a matching dress. 10" high, they're $2.98 postpaid. From Norman's, 416 Hill Street, Bristol, Pennsylvania.



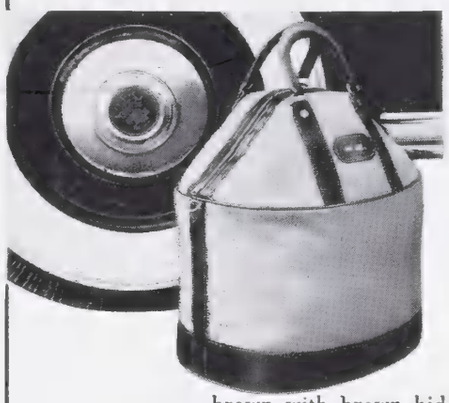
PERSONALIZED PERCH for a small sleepyhead to roost in while Mommie tells her favorite bedtime story is made of wood finished in fire-engine red. Fine, too, for reaching anything from the cooky jar to a toothbrush, it comes with any first name handpainted in white. Sturdily constructed, it's 7" x 11½" x 9½" high. $2.50 ppd. Meredith, Inc., 1024 Gray Ave., Evanston, Illinois.



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It looks like Christmas

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19.50*

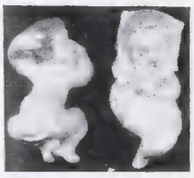
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A beautiful ceramic vase 6½" high, comes in black or white, inside antique ivory, crimson, yellow, turquoise blue, or crabapple. Trimmed with 22kt. gold. Will fit into any home. **$6.95, Ppd. NO c.o.d's.**

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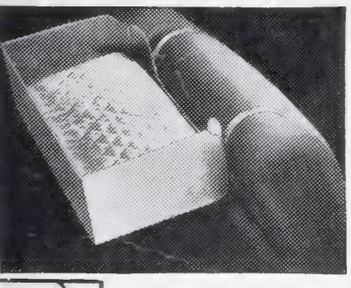
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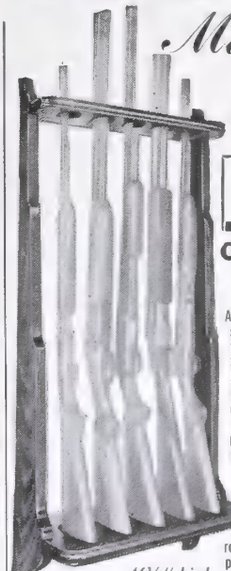
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Round Griddle 12" diameter . . $4.95,
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Corn meal	$1.25 per 5 lb. bag, .75 per 2 lb. bag
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Or assortment of three 2 lb. bags $2.00

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Quickly converts from a handsome coffee or cocktail table to a large card or dining table.

Raised—it's a 30 x 36 Dining or card table 29½" high.

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Sturdily constructed of handsome, solid, vari-grained Indiana black walnut, its liquid stain resistant top is easily detachable. In one position it is an attractive coffee or cocktail table. Remove the top, switch the base and *zip*, you have a rugged card or dining table. The rich satin finish and solid construction will enhance either formal or informal rooms. Converting in seconds from one position to the other, it is particulary ideal for small apartments, play rooms, the den or sun porch, where space and utility are important. A beautiful, substantial, modern table designed for today's living.

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Man-sized, best quality white terry cloth towel with your youngster's first name in RED letters. Clown in red, blue and yellow. Matching washcloth with initial. All hand printed. 2 piece set..... $2.50
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Window



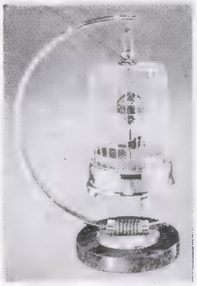
FIRE THE COOK with enthusiasm for her kitchen, and life will be a bowl of cherries. Here then are the jars to do it. Made of California pottery, hand decorated with strawberries and fitted with wood covers, they're identified for: Clove of Garlic $2. Bacon Drippings $3.50. Melted Butter $2.50. Cracker Crumbs $3.50. Add 25¢ post. for a single jar; 50¢ for 2 or more. Carbone, 342 Boylston St., Boston 16, Mass.



FLASK LIGHT. When his teeth chatter at a football game, when he's on the road and returns to a lonely hotel room, there's nothing like a wee drop to take the chill out of his bones or to make a hotel room seem less lonely. This one is plastic and feather light. A far-sighted lady might even tuck it into her purse. It holds 11 oz., has a secure cap. $1.50 ppd. The Bar Mart, 62 W. 45th St., New York 19.



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Lacy and cobweb soft, it is 4 feet square and has many uses—as a baby blanket, bed jacket, chaise longue cover and stole. Colors in heavenly blue, soft peach, chalk white ..... Postpaid $3.95

An ideal Christmas gift

HOUSE OF LOGAN
BOOTHBAY HARBOR, MAINE

Shopping



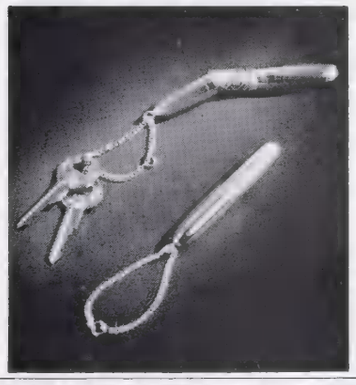
WOMEN ARE LIKE GE-GRAPHY," so say these high-l glasses. Then they proceed classify the ladies according age groups, and compare each up to one of the six continents. example, if you're between and 39, you're like Asia—hot l mysterious. You're typed if 're between 16 and 60 up. nd-painted, set of 6, $8.95 ppd. me Room, 1538 Connecticut ., Washington, D. C.



ACING MUSTANG, by Gwen x, is one of an exciting collec-n of new ceramics designed l signed by famous American nters and sculptors, and exe-ed in Stonelain—a stoneware h a porcelain texture. Mounted an ebony base, it comes in rm gray with touches of green, in a blue-green. 9" long, 7" h, $25 plus $1 post. Associated erican Artists, 711 Fifth Ave., w York 22.



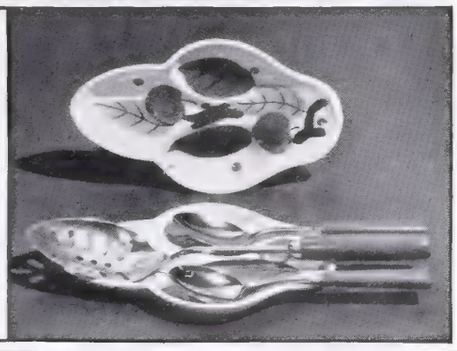
CY REGGIES. We hope you er come to grips with the law should you hear those awful rds, "Pull over," you'll be glad combination key ring and istration holder is along. Key-gie is about the size of a lip-k, registration fits inside, keys ach to one end. Sterling silver, 50. 1/20 14-karat gold filled, 50; gold-plated brass, $1.50. d 10¢ post. Order it from Key-gie. Walpole, Mass.



HOME ON THE RANGE

Hand painted cherry de-ign China "Spoon Drip." Holds three spoons; hole t top for hanging when ot in use. Keeps stove top ree from mess and utensil tains. Has gay verse tag. Price (no COD's) $1.95 ppd.

THE HOLIDAY HOUSE
. O. Box 554, Oshkosh, Wisconsin



FOUNTAIN BRUSH *Hand-Made—Ideal Gift*

Scrubs - Washes - Rinses
HOUSES, WINDOWS, SCREENS, CARS, BOATS, TRAILERS, ETC., *IN ONE OPERATION!*

ONLY BRUSH WITH ALL THESE FEATURES.

All aluminum—rust proof. Finest Horsetail mixture bristles 2¾" long—genuine scratch proof rubber bumpers.

Brush 6 inch diameter fitted with aluminum handle to fit any garden hose. Aluminum extensions for reaching upstairs windows, etc. Brush elements replaceable. Send check or money order or will ship C.O.D. plus postage.

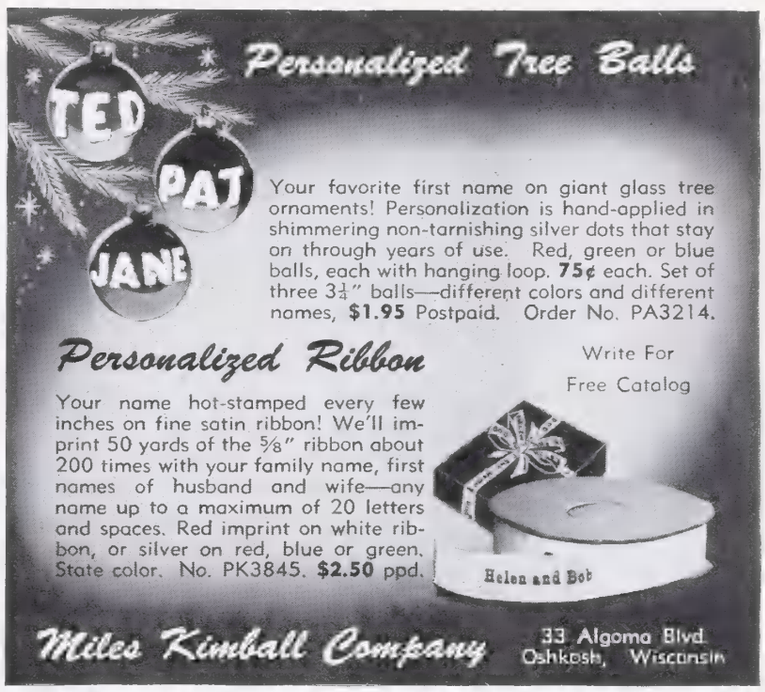
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Complete With 2 Foot Handle and Hose Nut $4.95 Postpaid

With 4 Foot Handle and Hose Nut . . . . $5.95 Postpaid

2 foot—4 foot or 6 foot aluminum extensions with couplings—50c per foot
New 8x3 inch oblong brush with 4 ft. handle..... $6.95 P.P.

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Your favorite first name on giant glass tree ornaments! Personalization is hand-applied in shimmering non-tarnishing silver dots that stay on through years of use. Red, green or blue balls, each with hanging loop. **75¢** each. Set of three 3¼" balls—different colors and different names, **$1.95** Postpaid. Order No. PA3214.

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Your name hot-stamped every few inches on fine satin ribbon! We'll imprint 50 yards of the ⅝" ribbon about 200 times with your family name, first names of husband and wife—any name up to a maximum of 20 letters and spaces. Red imprint on white ribbon, or silver on red, blue or green. State color. No. PK3845. **$2.50** ppd.

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Kiddies Care for Own Clothes

Junior Clothes Rod

HOOKS ON ANY CLOSET ROD



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In Colors, Red, Blue or Green

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Hangs down 22" from grown-up level—easy for small fry to hang up own clothes. Doubles closet space. Avoids driving nails in walls or doors. Sturdy and safe. Cannot be pulled down. Can also be used on single hook.

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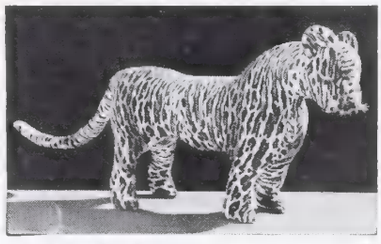
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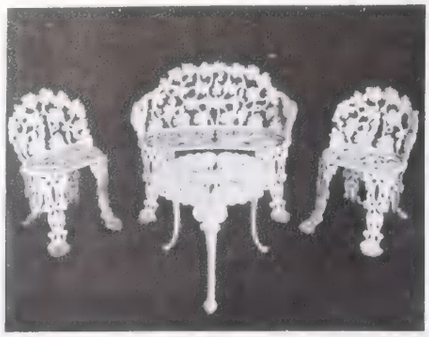
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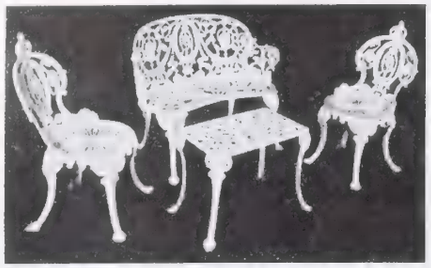


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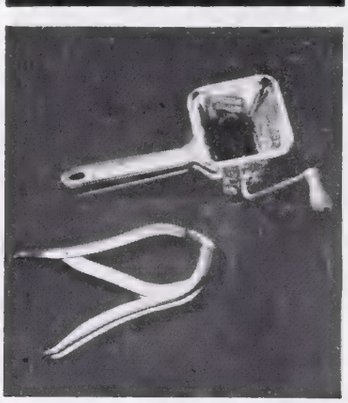
Window



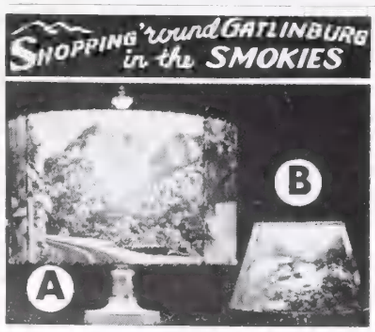
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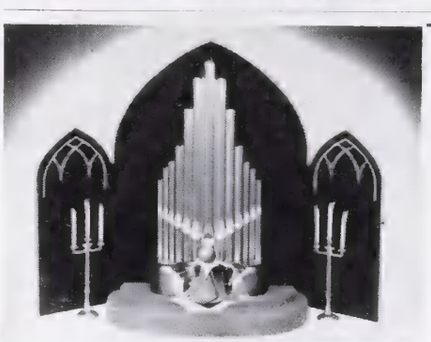


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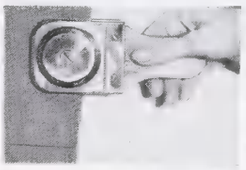
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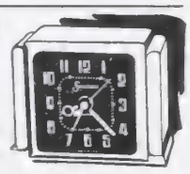
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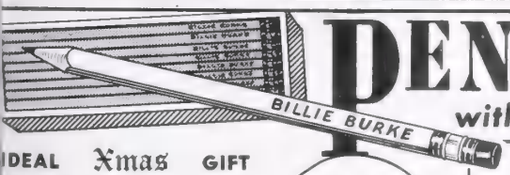
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24 IN A GIFT BOX for $1

Print plainly the name you want gold-stamped on pencils. Send cash, check or money order; C.O.D. orders mailed at your expense. *Ideal as party favors, Birthday and Institutional Gifts.*

THIS XMAS Give the Best ...CITRUS FRUIT FROM TEXAS

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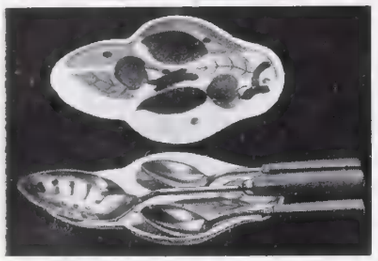
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KEEPS STOVE TOP CLEAN

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Window



"ONE IF BY LAND, and two, if by sea." was the famous lantern signal arranged by Paul Revere. And here they are, authentic copies of our liberty lanterns. But now they're decanters, one with a red glass bottle, the other with a green, for the port and starboard sides of his bar. Batteries in base light up bottles. 10¾" high. $7.95 each, ppd. No c.o.d.'s. Ellisons, Box 284, Orange, N. J.



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Accurately tells minute, hour—and day of month!

This amazing watch is a triumph of skilled Swiss engineering. Not only does it accurately record the exact minute and hour, it ALSO shows correct day of month. Exciting gift for any man. Handsome chrome case with sweep second hand; jewel anti-tested glass in the back. Guaranteed for full year's service. Sent by air for one extra. Return in 10 days if not pleased. Also a girl's watch (just a penny) for $9.95.

Swiss Watch Distributors
Dept. B-11, Box 3282, Atlanta, Georgia

CHARCOAL STEAKS without a charcoal fire

Several years ago a fellow we know got to wondering if it were possible to season a piece of meat to give it exactly that same delicious smoke flavor it gets when cooked over a charcoal fire. He started to experiment. Today he has it! CHARCOSALT is as simple to cook with as salt and pepper and you can prepare, right in your own kitchen, the most aromatic charcoal steaks and meats without investing one dime in fancy stoves and broilers. Treat your meat with CHARCOSALT in ten seconds time and cook in any frying pan or oven broiler. It's amazing but it's true. Send $1.00 and we'll send you enough CHARCOSALT for over 100 servings. Not generally available in stores—order today from—

National Marketing Co.
Box 3612-H, Portland 8, Oregon

NEW! Realistic Action Toys

The kiddies, will be thrilled with these powerful, speedy, and exciting action toys.

$2.49 plus 25c postage

PUMP-MOBILE

A hand car type, built-in pump action. Races around—adjustable, either direction—changes direction with every pull. Runs on carpet. Spring motor, all-metal construction beautifully colored. 4 rubber wheels, start-stop lever, permanently attached key. 8⅜" long, 4½" wide, 6¾" high



DELIVERALL

for outdoors or indoors (runs on carpet). Runs straightaway, fixed wheels, carries a substantial load parcel box. Two or more children can drive it, delivering packages, etc. Free Wheeling feature permits push around play after run down. Sturdily built, brightly colored; stronger spring motor, plastic windshield, large rubber wheels permanently attached key. 10" long, 4¼" wide, 5" high overall.

$1.49 Postpaid



Write for our new illustrated folder showing other original toys.

NEVILLE'S Dept. HB, 311 High St. Burlington, N. J.



BOILED EGG OPENER

No More Burned Fingers!

Crack, they're open! Just like that. Boiled egg lovers—CRAX-EZY, the new household necessity, holds and opens piping hot eggs like magic. No muss. No more risk of burned fingers. Child simple. *More than ¼ million already in daily use.* Made of durable plastic and stainless steel. Choice of red, blue, white, yellow.

ONLY 50¢ EACH POSTPAID

Or send $1.00 for handsome Mr. and Mrs. Gift Box of 2—our regular $1.25 value. Money back if not absolutely delighted.

CRAX-EZY 4000-14 Long Beach Ave. Los Angeles 58, Calif.

Shopping



ORTING GLOVES, made top quality imported deer-, are designed to preserve the cate sense of touch, whether 're handling a horse's reins or unstock. All seams are elimi-ed from the contact surfaces of ers and thumbs. Non-slip and derfully supple, they come in ll, medium, and large, for or women (specify which). 0 ppd. Johnny Appleseed's, . No. Beverly, Mass.



A FOR YOU who are tea ectionists comes so excitingly packaged that you'll want to l it to your favorite hostess. box contains 5 colorful tins ssorted Ming Teas, reputed to he very best in the world, and tin makes over 10 cups. It's vely gift for anyone from your ner-in-law to the president of garden club. $2.25 ppd. Arti-Galleries, Fort Dodge, Iowa.



EE TRIMMERS. Beautiful Christmas tree ornaments mer and swirl like a ballet of beams, look like fairytale jew-ung on the branches of an en-ated tree. Handmade of "Met-," they come in 12 shining rs, are flame-resistant, won't h. Packed in a "window box," of 6 ornaments. $1.98 ppd. y Blue Gift Shop, 3349 Green-nt Ave., Baltimore 18, Md.



Santa Comes Every Month

(Except June, July, August)



With The Pick Of The World's Finest Boxes Of Candy When You Give A Subscription To The Candy-Of-The-Month-Club

Save 10% to 15% Per Box!

Each Box A Unique Treat—The Famous "Specialty" Of A Famous Maker. Boxes Retail Up To $2.50.

MONTH after month your friends and business associates will be reminded of you and your Christmas thoughtfulness. Each gift box the "specialty" for which the confectioner is famous—sent *fresh* the day it's made. **Brandiocas** from Charlotte Charles, Evanston; French Chocolates from **Princess De Conde,** New York; **Famous Turtles** from DeMet's, Chicago; **Chocolate-Dipped Mints** from Felice, Philadelphia; **Glazed Nut Treats** from Emmy, Brookline; **Opera Creams** from Putman's, Cincinnati; **Romeras,** tin-packed from Hagley's, Chicago; **California Candies** from Country Store, Beverly Hills; **Chocolate D'Or** from Wilson, San Francisco; **Coffee Confections** from Ann Raskas, St. Louis; **Texas Pecandy** from Allie Adams, Dallas—and other treats equally different and delicious. Boxes colorfully gift wrapped, approximately 1 lb. Make your own selection or leave it to us. Order now or write for brochure. First box arrives on Christmas.

THREE TYPES OF SUBSCRIPTIONS

3 Months, 3 Boxes	$5.85	We pay postage and insurance
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Gift card and gift-wrapped boxes mailed on consecutive months unless special dates are specified. Include name and address of each recipient—and name to be signed on gift card. Your name accompanies each box as it arrives. Over 150,000 Club treats sent to our growing list of subscribers.

CANDY-OF-THE-MONTH CLUB *NOW IN OUR SIXTH YEAR*
910B Ambassador Bldg., St. Louis, Mo.



Shiver no more!

TAKE ALONG A TROY ZIP-A-ROBE!

A warm companion for football, motoring—for any occasion! The Edinboro—Scotch tartan, 56" x 76"—soft, deep-napped 100% wool robe in waterproof carrying case with adjustable strap. Choose for self; as a gift for now or Christmas. Order by clan, name 2nd color choice. Buchanan: blue, red, gold; Murray dress: green, white; Stewart dress: red, gold, white; Royal Stewart: red, green; Grant dress: blue, gold. Robe & case, **$14.95;** robe alone, **$10.95.** Shipped postpaid.

JOHN JARRELL, Inc.
84 Broad St., N.W., Atlanta, Ga.



Check Envelopes

Without exception, we think this is one of the most satisfactory gifts you can give anyone—man or woman—who pays the household bills. A box of 200 fine utility envelopes, imprinted on the back flap with your name and address, is a grand buy at **$2.50**

Box of 400 envelopes, $4.50 ppd. no C.O.D.'s please

Page & Biddle, Inc.
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BUILD FOR LESS with Logs!



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0 Room Sections shipped anywhere. to erect! Beautiful Michigan White vertical half-logs. Variety of de-makes them ideal for vacation or 'round homes as well as motels or cabins.

O FOR FASCINATING BOOK



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Letters (WITH GIFTS) from the Land of Santa Claus

Twinkletoes, son of Prancer and Dancer, will write four letters and mail them from Santa Claus, the last part of November and first weeks of December, to the child of your choice—sending with each letter an appropriate surprise gift. Imagine the thrill of the Santa Claus postmark, the illustrated letters about Twinkletoes' adventures helping Santa Claus, and the truly nice gifts with each letter. All four letters and gifts, complete send only... **$1.95**

(State child's name and age)

Twinkletoes
REINDEER RTE 2, SANTA CLAUS, IND.



CHILDREN'S CARTON OF CHOCOLATE CIGARETTES

Look just like Dad's! Wonderful stocking presents! Fine milk chocolate cigarettes, each one paper wrapped, 10 to a pack. 8 packs assorted brands to a carton, very realistic looking. Cammels, Ghesterfields, Lucky Ten, Olde Golde, Poll Moll.

$1.50 per carton plus 15¢ postage. No C.O.D.'s please.

YOUNGSPORTS
Box 57 Chester Springs, Pa.

robert slaton

Hand Crafted with your own name

Unusual, personalized cuff links. Distinctively hand crafted in Sterling Silver. Made to order with initials or up to 8 letters on each link. Allow at least 2 weeks for delivery. Gift boxed. Send check or money order - no C.O.D's please.

$11.95 Tax included, postpaid

ROBERT SLATON
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Please send_____pair Hand Crafted Cuff Links postpaid. Cash or money order is enclosed.

Name_____
Address_____
City_____ State_____
Hand Crafted Name Desired_____

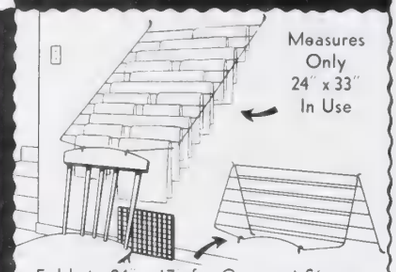


HANDEE CAR WASH MITT

Hold that "new car" gleam and glamour. Simply attach Handee Mitt to your garden hose . . . Wash your car in a flash. Lightweight for easy use. Constant water-flow through foam rubber sponge "Rinses as it Washes." Can't scratch or mar. Save money too! *Only $1.98.*

HANDEE CLOTHES DRYER

The *"Mighty Midget"* saves space, accommodates average small wash —provides quick drying. Chair to wall feature locates *Twenty-Two Feet* of drying space at convenient height for drying both large and small things. Metal construction and finished in white enamel. *Only $1.69.* Order yours today.

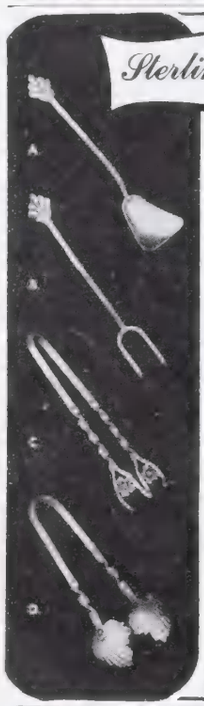


☆ If you send check with order we ship postpaid. ☆ If you order C.O.D., you pay postage plus small C.O.D. fee. ☆

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Sterling Silver

at $1.35



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A. Marmalade Ladle
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$1.35 Each Postpaid (Includes Fed. Tax)
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Amazing results guaranteed!

RE-PLATE worn Silver in just 5 MINUTES!

New plating solution is applied with a cloth —instantly restores worn spots. Free trial!

We were skeptical too . . . until we tried it. "RE-PLATE," the new silver-plating liquid, contains pure silver. Apply it to any silver-plated article, and like magic . . . every worn spot disappears. The new silver coating will not wash or rub off. Saves you the cost of expensive electro-plating; gives worn silverware that "brand-new" look again! Try it at our risk; if not delighted, your money is instantly refunded. Trial 4 oz. bottle is **$4**, postpaid. Economy 8 oz. size, **$7**.

MARKET-COMBERS Box 3282, Atlanta, Ga.

CHILD'S CHAIR



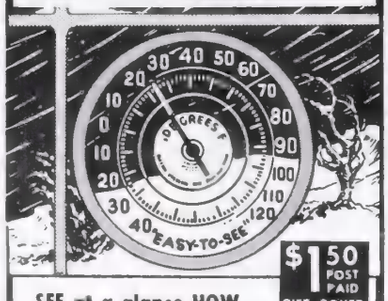
Your favorite small person would look perfectly adorable this Christmas perched on this little wooden chair with its woven rush seat and gay hand painted flowers on choice of yellow, blue, white, or red background. Delivered postpaid to your door without shopping troubles. $2.95 each, or two for $5.50. Available in adult size, too, express collect, at $7.50 each, or two for $14.00.

2.95 POSTPAID

Send for free catalog.

Southwestern Gifts
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NEW "EASY-TO-SEE" WINDOWPANE THERMOMETER



$1.50 POST PAID GIFT BOXED

SEE at a glance HOW COLD IT IS OUTSIDE from inside

Big figures and pointer on 3½" transparent dial (you look right thru it). No squinting to read. Takes just a glance even 10 ft. away. No screws, no brackets. Attaches easily *anywhere* on outside of windowpane. Weatherproof adhesive included. Specially compensated for windowpane use.

Money-back guarantee. No C.O.D.'s.

ACCURATE - UNIQUE - ATTRACTIVE

Brad Lee Gifts
72 Bedford St., Waltham 54, Mass.

Window Shopping



TO SOMEONE YOU LOVE send these beautiful sterling silver folding frames. They're just right for a proud father's pocket, a love-struck girl's dressing table, a boastful grandmother's purse, a homesick mother's traveling case. They hold 2¼" x 3¼" pictures and the double frame is $10.1 triple frame $12.65. Tax and postage are included. Black Starr & Gorham. Fifth Ave. at 48th St. New York 18. N. Y.



PETER PAN will be so enchanted with your garden that he'll decide not to fly away to Never Land. And if you watch very carefully on a dark night you may even see the darting light of Tinker Bell flying around her beloved Peter. Made of Chelsea stone. 33" high. Peter Pan would be lovely standing in your garden or on the terrace. $40 f.o.b. Erkins Studios. 40 West 40th Street. New York 18. N. Y.



TELEPHONE ANGEL, that's what this little milkmaid is. Because with her 3-minute timer she lets you know when you've talked long enough. Bring her into the kitchen, too, when you're boiling your husband's eggs. The other little maid comes with a glass bud vase for one perfect rose. Handmade of wood. just $1 each. Postpaid from Green Gable Gifts. 394 Lenox Avenue New York 27. N. Y.

(*Continued on page* 65)



FLEXIBLE PLASTIC PLAYDOLLS

Bend into 100 life-like positions. Hand painted and gaily dressed. Unbreakable washable and easily undressed. Idea for doll house or collectors.

Family set of father, mother, boy, girl **$3.50**. Separately—father, (4¼" tall) mother, colored mammy **$1.00**. Boy, girl **.85¢** ea. 2 babies in box **.85¢**. Cowboy, cowgirl, **$1.25** ea. Clown, ballerina, partner and witch (all 6½"), **$2.00** ea. Scottish and adagio dancers, **$2.75** ea. Send p.p. No C.O.D.'s.

Write for Flexible Playdoll catalog— pictures of over 40 original creations.

FLEXIBLE PLAYDOLLS Box 205B JAMAICA PLAIN, MASS.

YOUR OWN NAME AND ADDRESS

Pam NAME STAMP

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Compact "onyx black" case and ink pad, complete with your own 3-line name and address — looks like printing. Fits pocket or purse. Use at home or office for envelopes, stationery, checks, records, books, school papers, photographs. Get one for every member of your family. A useful gift.

Satisfaction guaranteed or money refunded.

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MAIL $1 WITH YOUR NAME AND ADDRESS

She Lives in Los Angeles, She Sleeps in UTICA



She Sleeps in Utica BEAUTICALE Sheets, the luxurious percales that *belong* in the finest homes and please the most patrician taste. For loveliness that lasts—BEAUTICALE is firmly woven of threads that are strong and fine-spun. For smoothest texture—BEAUTICALE'S cottons are refined by thorough combing. And for superb service—*regardless of price . . . you can buy nothing finer.*

• Write for your copy of the free booklet, "Beauty Secrets From Your Linen Closet." Utica & Mohawk Cotton Mills, Inc., Dept. HB-20, 55 Worth Street, New York 13, N.Y.

FURS BY MAXIMILIAN

UTICA Beauticale® Sheets

Fine Combed... Fine Count Percale

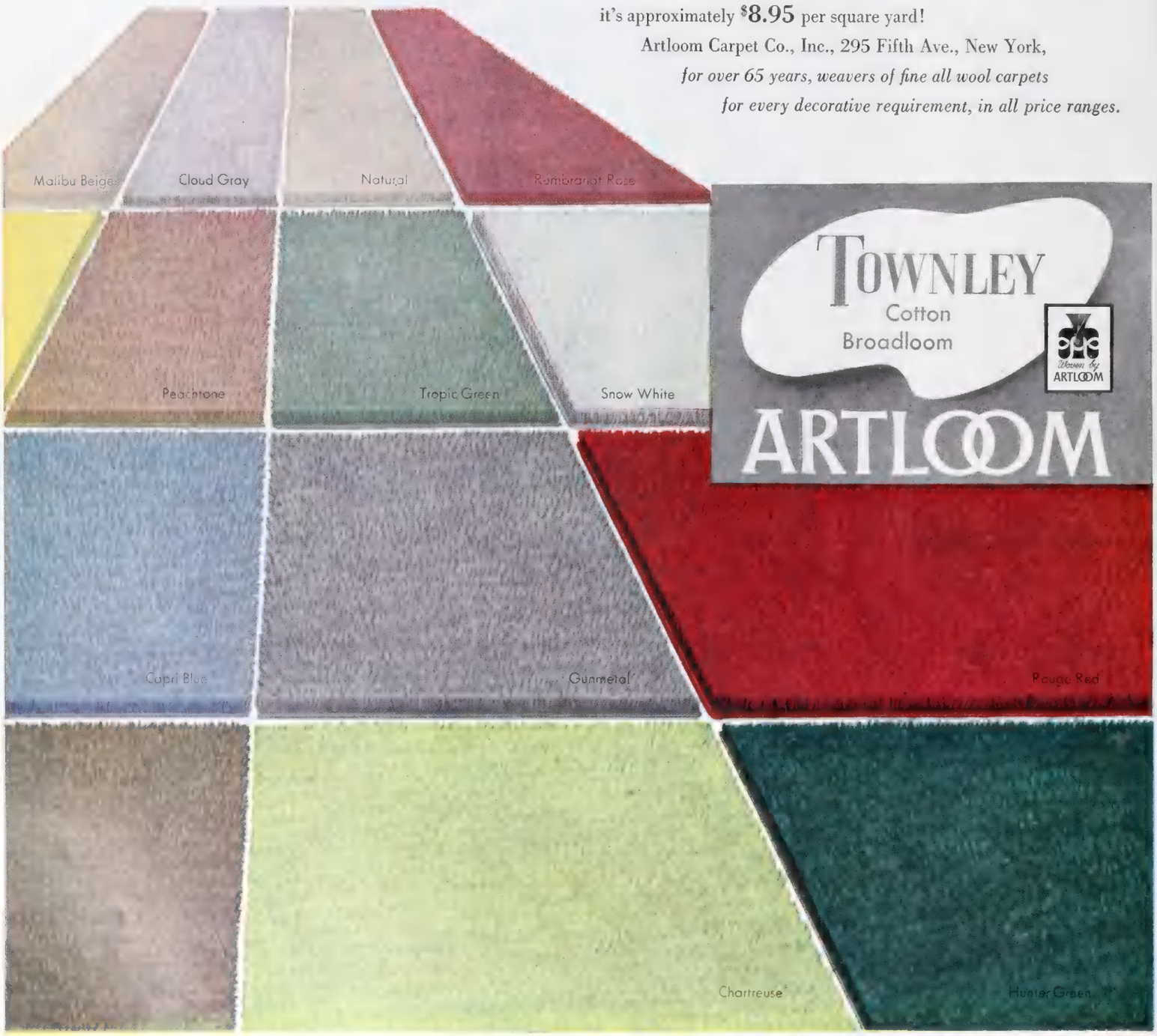


Madam! we Challenge you

TO EXPRESS A COLOR PREFERENCE IN CARPETING WHICH WE CAN'T MEET!

Have you a highly developed color sense? Do you give painters a difficult time? Then you're a woman after our own heart! We invite you to visit your Artloom dealer and see our new Townley Cotton Broadloom... revel in its rich, crystal-clear colors—all fourteen of them. Have yourself a time selecting just the color you want... for Townley is a color dream come true. It's a genuine, washable, cotton broadloom woven on real carpet looms... with a lush, woven-in pile... and plenty of heft, serviceability, and smartness. Any size, including wall-to-wall. And here's the most wonderful news of all... it's approximately **$8.95** per square yard!

Artloom Carpet Co., Inc., 295 Fifth Ave., New York,
for over 65 years, weavers of fine all wool carpets for every decorative requirement, in all price ranges.



all different...

but they all use MASONITE HARDBOARDS

to give you more for your money!



PORTA-BILT KITCHEN CABINETS

Planning "dream kitchens" is both an art and a science for firms like Mutschler Bros. Co. In gleaming white enamel, or soft pastel tones, their "Porta-Bilt" cabinets shorten and lighten kitchen hours. Tough, rigid panels of Masonite Hardboard add strength and long life to these modern, space-engineered cabinets and bases.



WINCHENDON FURNITURE

Many young couples favor Winchendon's "Planner Group" for their first investment in furniture. Its trim, modern lines are in perfect taste—and new units are easily fitted in later on. Winchendon Furniture Co. has selected Masonite Hardboards for their lasting qualities and strength.



CROWN CARD TABLES

Whether you're building up to a "canasta," a "grand slam," or "gin," you can always count on the extra strength in the top of a Crown Products Co. card table. For many, many years this manufacturer has been building quality into tables with top support from Masonite Hardboards.

You can walk from room to room in many homes today—and find furnishings in every room that contain Masonite Hardboards.

More than 300 leading manufacturers now build better-looking, longer-lasting furniture—in all styles and price ranges—with integral parts made with these wonder-working boards of wood-made-better. The exclusive Masonite process makes hard, dense panels that are strong, durable and long wearing. They are all wood—no artificial binders or fillers are used. You get more for your dollar when you buy home furnishings made with Masonite Hardboards.

MASONITE® CORPORATION

Look for this seal—it identifies quality furniture!

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"Masonite" signifies that Masonite Corporation is the source of the product



All accessories by B. Altman & Co.

Just what the doctor ordered–

a sound night's sleep

A good night's sleep—is there anything better? One way to invite deep, restful sleep is to be sure right now that the blankets on your bed or baby's have kept their warmth.

You're safe if they're North Stars—for a genuine North Star, America's finest all-wool blanket, can be trusted to keep its soft, fleecy, pure wool warmth-for-its-weight winter after winter. Make a sound investment in better sleeping—replace your worn-out, warmth-out blankets with long-wearing, warm-wearing North Stars. You couldn't find a sounder prescription for healthful, restful sleep.

Play decorator, too—North Stars come in wonderful colors—twelve radiant Desert shades—each one bright and beautiful! Mix and match to give a lift to all your bedrooms.

NORTH STAR WOOLEN MILL COMPANY
40 W. 40th St., New York 18, N. Y.
Mill at Lima, Ohio

North Star

North Star—shining name in blankets



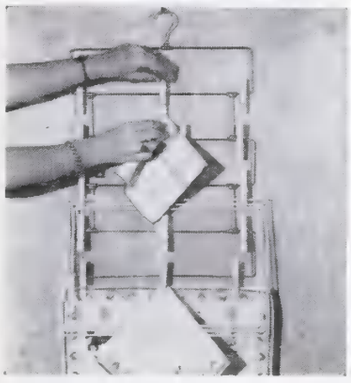
Window Shopping

CONTINUED FROM PAGE 60

POCKETFUL OF IVY for touch of green. a gay print for bit of charm. and a warm light welcome—that's what this eaming brass planter pin-up mp does for your entrance hall. ne 8" plate comes with Currier Ives, fruit. birds. flowers. or rse prints. 8" shade is dubon- t or green. $5.25 each: $9.50 e pair ppd. Inderlied Shop. Hillside Ave.. East Williston. Y.



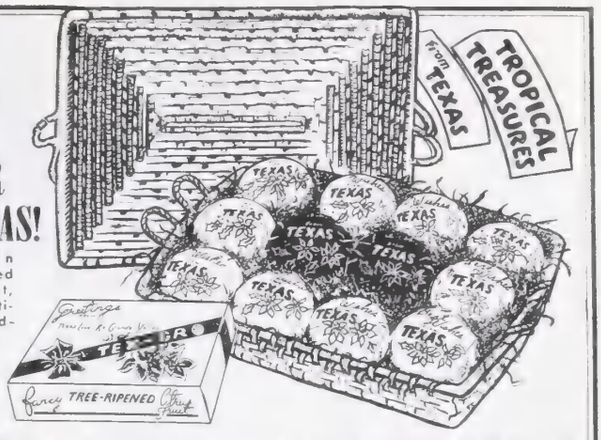
LACE MAT RACK. If u've ever begun to set your rty table at the eleventh hour d found your prize linen mats rinkled. you know how won- rful this new Hobar hanger is. holds five sets of mats and nap- ns. hangs in your linen closet noncrushing safety. Made of rome with plastic clothespins. s grand as a drying rack. too. .95 plus 15c post. Preferred fts. 125 Park Ave.. New York.



OCK O' THE STOVE. This raggering rooster. made of ight pottery. has four plastic easuring spoons for his comb. excuse now for anemic coffee guesswork baking! He even s a hook for hanging pot hold- s. Send this to lots of people your Christmas list and they'll have something to crow about. ith pot holder. $1.25 ppd. L. F. ack & Co.. Forest Hills. N. Y.



Order Now... IDEAL GIFT FOR CHRISTMAS!



3-A. One dozen large, selected red meated grapefruit, packed in a beautiful colorful hand-made Mexican palm tray. Measures approximately 13" x 17" x 4" deep. Lovely center piece or bread tray. These red grapefruit have a flavor and sweetness unsurpassed the world over—each a tropical treasure in itself. Shipped in exquisite gift carton. Delivered anywhere in the U.S.A. prepaid $6.45.

5-A. Treasure Chest measuring approximately 12" x 21" x 11" deep, strongly woven of Mexican palm. Packed with delicious red-meated Grapefruit, large navel Oranges, Tangerines, pound jar Tangerine Marmalade, pound jar Red Grapefruit Jelly, pound of Christmas Citrus Peel Candy, Texas papershell pecans. Decorated with assorted variety citrus fruits. A gift that will find a Christmas welcome in any home. The chest basket will be enjoyed long after the treasures packed in it are gone. Weight, 45 pounds. Delivered anywhere in U.S.A. prepaid $16.50.

1-A. For those who prefer a bushel basket of delicious quality red or pink grapefruit prepaid in the U.S.A. $7.75.

Our packages are guaranteed satisfactory or money back. We are not allowed to ship fruit into California, Florida or Arizona.

Mail your list of names and addresses, with check or money order, to

TEX-GROVE FRUIT COMPANY Dept. K, P.O. Box 1147, Brownsville, Texas

WORLD'S MOST WANTED PORTRAIT



"INSPIRATION" Beautifully reproduced on a fine 10 in. China plate in full original colors, this painting of the Saviour adds a reverent touch to any room. Only $2.00 each, C.O.D. Prompt, insured delivery! Plate hanger to fit, only 25¢ each.

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545 Skyview Drive Dept. K-2 Nashville, Tenn.

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This import comes in white, yellow, gray, gray-blue, or blue background. $2.70 a single roll. Send 15c for generous samples and descriptive wallpaper pamphlet.

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PHILADELPHIA
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A HALF CENTURY DEVOTED TO BEAUTIFYING THE HOME

Esquire CHEESE ASSORTMENT
for glorious giving

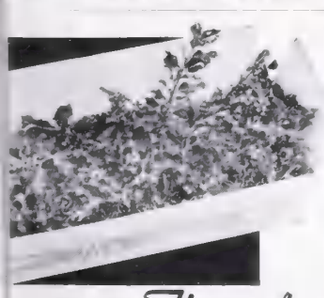
$6.95 Postpaid in U.S.A.

In it you'll find nationally famous Mel-O-Pure, a glistening ball of golden goodness . . . an apple red Gouda matched with a rosy Baby Edam . . . a generous chunk of mild, mellow, natural Wisconsin Cheddar . . . pungent Blue cheese wedges...imported nut-sweet Swiss . . . a tangy appetizer roll . . . an aromatic, hickory-smoked link . . . spreads of Gouda and Spice Cheese ...plus a jar of taste-thrilling caviar.



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The WISCONSIN CHEESE BOX
DEPARTMENT B • STURTEVANT, WISCONSIN



Give HOLLY for Christmas

Gorgeous sprays of the finest English Holly from our own Oregon holly orchards. Thick clusters of crimson berries — green glistening leaves — treated to assure freshness on arrival.

Prepaid special delivery in U. S. A.

The Friendship Gift. Illustrated.... $ 3.50
Door Swag. Oregon Evergreen, 28". 4.00
The Decorator. Sprays & Door Swag 10.00

The Acres
Route 5, Box B • OREGON CITY, OREGON



PATAKWA MOCCASINS—Ideal Gift

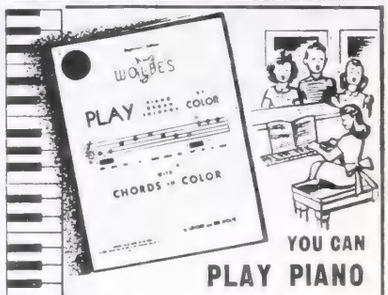
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CHOICE of Natural, Turquoise, Golden Corn, Brown, Em. Green, Red, Royal Blue, Indian White.
FOR MEN and WOMEN in sizes 4 to 8 $4.95
in sizes 9 thru 12 $5.95
BELT (adj.) $2.95 · **POUCH BAG** (tax incl.) $5.95
Same Patakwas **FOR CHILDREN** in natural or brown only in sizes 5-7-9 $2.95
in sizes 11-13-2 $3.95

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Play-by-Color BOOKS

MELODY and CHORDS— BOTH HANDS—*in minutes!*

(Approved by leading educators)

No monotonous exercieses to play. Anyone from four to seventy-four just follows the colors, and then *listen* to the music come out! Beginner, advanced and Christmas Carol editions. $2.00 each, postpaid. *All three for* $5.00. Sorry, no C.O.D.'s, please. A splendid gift.

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Rainbow Colors will dance and sparkle in your fireplace when you place a Fire Magic color disc on the burning logs. It is pleasant relaxation to sit before the blazing hearth and watch the ever-changing play of color in the flames. Delight your guests and amuse the children. This makes a gift for which you will be long remembered. Attractive gift box of 12 discs **$1.00**, 6 boxes **$5.00. No C.O.D., Please**





LITTLE TRAVELERS

Both men and women will like these little bottles in a simulated leather case as a travel accessory for their liquid toilet needs. Bottles are made of unbreakable, flexible plastic — one ounce capacity. They will not leak and there's no danger of ruining a case full of clothes by breakage. Red, green or blue are the colors of the case. Really a smart gift. **$1.00 No C.O.D., Please.**

More than 100 other inexpensive, unusual items in our new
FREE GIFT CATALOG
MADISON HOUSE, INC. — 44 Post Road, Madison, Conn.



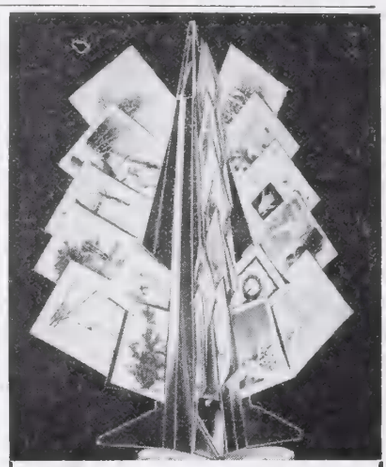
AT LAST — stainless steel STEAK KNIVES that *STAY SHARP!*

Here's a handsome gift of enduring service . . . quality steak knives made for strength of one solid piece of high-carbon stainless steel that won't rust or stain. Genuine Bone Stag Handles last forever. Sets of four, six or eight include exquisite velveteen-lined solid walnut case. Also, sets of matching forks, at same prices.

■ **Set of Four $10.35** ■ **Set of Six $15.45**
■ **Set of Eight $20.45**

Prices include postage—No C.O.D.'s please.

RENDEZVOUS GIFT SHOP
Asbury Park, N. J.

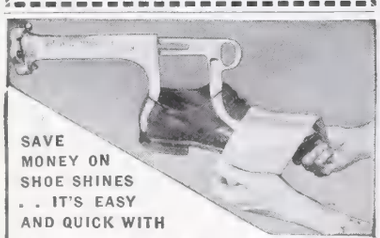


THE CHRISTMAS CARD TREE

The easiest and most effective way to display your Christmas cards. Just SLIDE them on the "Tree." You can change a heap of greetings into a beautiful little tree of colorful cards, 24" high. Holds over 100 cards. Made of decorators board, with Bright Silver and Christmas Red finish of metallic foil. Lasts for years.

The perfect Christmas Gift
$1.95 Postpaid
No C.O.D.'s please

C. H. HAZELTON
7241 Sansom St. Upper Darby, Pa.



SAVE MONEY ON SHOE SHINES . . IT'S EASY AND QUICK WITH

Your "HOME VALET"

A most practical gift for others and for self . . . . a home convenience for everyone. Strong aluminum, demountable, with 2-toe plates, fits all shoes. Satisfaction guaranteed.

$2.50



A "PACKAGE OF TIDINESS"
For Travel or School—
7-PIECE SET
$3.00

Real leather case with lifetime clothes brush, comb, file, opener, nail clippers, and polish impregnated shoe shine cloth. Even a razor pocket. 7" x 3½".

SEND YOUR ORDERS NOW. PROMPT DELIVERY
Postpaid with check or M.O. Extra with C.O.D.

CRIMMINS PRODUCTS, Norristown 9, Pa.



Everyone Loves
"Clownykin"
Life of the "Baby Shower"

You'll delight both mother and baby and earn a chorus of "oohs" and "ahs" wherever the "Clownykin" tinkle toy-bottle warmer is presented!

$1.98 *postpaid*
Bottle not included

"Clownykin" is baby's playmate and mother's helper!

- An ALL-OCCASION gift!
- Keeps Baby's formula warm for hours
- Keeps baby's milk fresh
- 1" Fiber-Glass insulation
- Quilted, scuff-proof, washable Vinylite plastic
- Hand-painted clown's face and jingle bell to amuse baby
- Colors: Pink, Blue, or Maize
- Ideal for use on walks, visits, picnics!



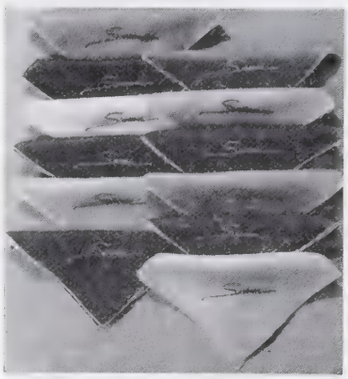
M. GRABOI
139 W. 19th St., New York 10, N.Y.



Window



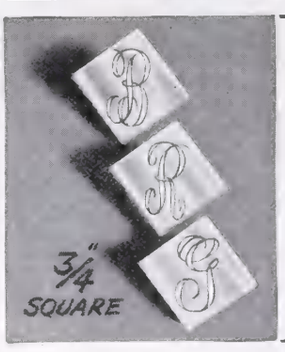
LOTS OF POLISH is what you get with the La France shoe-shine kit. The oval metal box that has a foot-rest on top comes with a tin of brown and black polish, a bottle of neutral cream, two daubers, a polishing brush and cloth. Now there's no excuse for scuffed toes in your house. Red, blue, or green box $3.75. Gold and black initials 35¢ extra. La France Shoe Polish Co., Inc., Highland, Ill.



A LINEN HANDERCHIEF, embroidered with your first name, has a hand-rolled hem, comes in twelve wonderful costume colors: Brown, gray, turf tan, maize, chartreuse, scarlet, cerise, light green, pine green, royal blue, light blue, and turquoise, they measure a generous 13" square. Send order before Nov. 25th for Christmas delivery. $12.85 the dozen. Mosse, 659 Fifth Ave. New York 22, N. Y.



CAPTAIN NOAH has the standard equipment of all seafaring men—a parrot and a spy glass. And his little craft will cruise through your young scrubber's bathtub when he winds the key. Made of colored plastic Captain Noah measures 5" x 8", uses his landlegs for play on the nursery floor. $1.75 plus 25¢ postage. Order from Neville's. Burlington, New Jersey.



INITIALED STERLING PINS

Add Individuality to Your Costume
FOR YOURSELF OR FOR GIVING

Engraved with your own initials, these gleaming plaques of highly polished sterling silver will dress up a tailored suit or dress and will add a personalized touch to your gloves, hats, scarves, etc. Light-weight—suitable for blouses or knitted wear. Safety catch. Excellent value. Immediate delivery.

Beautifully Gift-Boxed.

Send check or money order — Print initials plainly

SET OF THREE PINS **$3.95** postpaid Fed. Tax Inc.

J. R. PORTER, JEWELER
BOYNE CITY, MICHIGAN

SET OF TWO PINS **$2.95** postpaid Fed. Tax Inc.



SPAT-R-GARD

PREVENTS SPATTERING

Stops spatter of open pan frying. Protects walls, stove, kitchen equipment. Reduces clean-up time. 5" high. Does not interefere with cover on pan. One-piece construction—bright, flexible aluminum. Simply hooks on rim of all size frying pans. Black plastic grips for cool, easy handling. Easy to clean and store. A welcome gift.

$1.25 POSTPAID

No C.O.D.'s—send check or money order to:

FIELDING PRODUCTS CO
P. O. Box 1660 HB ■ Rockford, Illinois

Shopping



T'S AN OCCASION when we an offer our WINDOW SHOPPING eaders a nest of tables like this et at such a wonderful price. nd with these features—hand-ooled genuine leather top em-ossed in gold on the largest able. a handsome brass pull on he smallest. Made in a satin ahogany finish. they measure 8" x 12" x 22" high over-all. 27.50 exp. coll. Kane Co.. 610 . Michigan Ave.. Chicago 5. Ill.



HE BRIDE'S BUTTER will ome to the table in elegant splen-or. if you send her this fine lver-plated dish as a wedding ift. It has a removable glass in-ert. holds a whole bar of butter. o refilling jaunts to the kitchen re unnecessary. With a gadroon order. it measures 7" x 4" x 2½". nd the price is a remarkable 5.00 incl. tax and postage. elmor Jewelers. 897 Bergen ve.. Jersey City. N. J.



AVOR BOXES. White with n alligator grain, they're printed gold with a monogram. two rst names. or family name. hey'd be a wonderful way to ve money at Christmas. Or if ou're organizing a charity ball. l them with small bottles of per-ume. and sell them for a good ause. 2½" x 1½" x 1½" high. 3 or 25 boxes. $5.50 for 50. $10 r 100. Ppd. Glasscraft Mfg. Co.. 20 Chicago Ave.. Evanston. Ill.





"The Gift of Good Grooming"

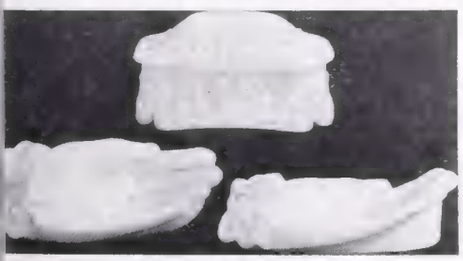
REMOVES LINT & DUST ... like Magic!

The **new** Electro Cleaner performs miracles on suits, hats, furniture and car upholstery. Picks up dust, lint, and loose hair by **magnetic attraction.** Cleans fabrics thoroughly and quickly. No current or chemical required. **Satisfaction guaranteed.** Made of beautiful non-breakable plastic. Gift boxed. The perfect gift for HIM, for HER.

Mailed prepaid for $1.75.

J. H. SMITH CO., INC.
DEPT. E GREENFIELD, MASS.

CONVERSATION PIECE SMOKING SET



Unusual accessories in hand-crafted milk glass reproductions from the original antique moulds, beautifully embossed. Ashtray hands 5½" long, cigarette box 4½" long. The set is beautifully packaged in forest green gift box. A wonderful surprise gift for any name on your Christmas list.

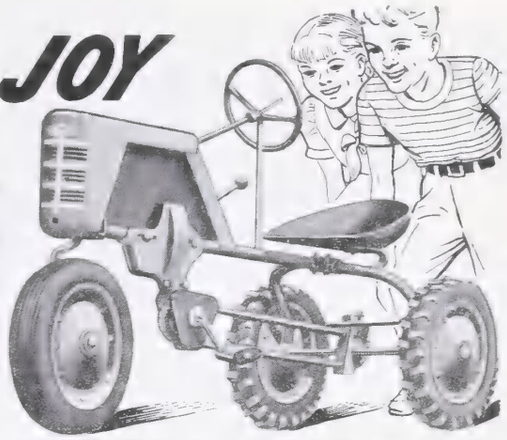
$2.50 Postpaid

Mail Orders Promptly Filled

THE ROBERTS COMPANY
Box 432, Millburn, New Jersey

Unlimited JOY for your youngster

A Wonderful Thrill Awaits him when he rides the Original and Only INLAND TRACTALL



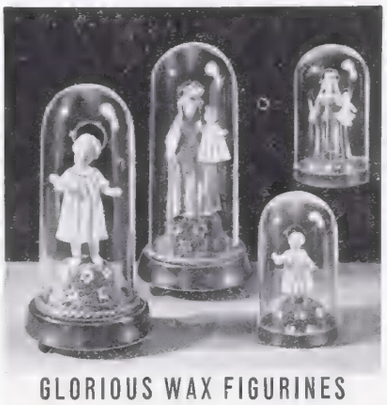
Delighted parents tell us the Inland TRACTALL is the greatest thing on wheels for boys and girls up to age twelve.

A sturdy **CHAIN-DRIVE,** pedal-driven vehicle that looks like a man-size Tractor. Exciting attachments that stimulate the child's imagination also available.

Don't accept anything represented as "just as good"—the Original and ONLY Inland TRACTALL is sold ONLY DIRECT FROM FACTORY. Complete line of Tractors and attachments from $6.95 to $26.95 f.o.b. Buffalo.

Write today for Bulletin "Play-Days Unlimited" and 5-Day **FREE** Trial Plan.

INLAND MFG. CORP. **Dept. HB-11**
164 Ellicott St., Buffalo 3, New York



GLORIOUS WAX FIGURINES

Madonna & Child and Christchild

Imported from Europe and hand-made by Austrian Master Craftsmen. These carefully executed and finely detailed figures, painted in glowing natural colors, are truly works of art in wax. Each figure is encased in a glass dome and the larger size mounted on a wood base. Beautiful and unusual as gifts, or for your own home.

LARGE: 6" high, **$3.50** ea. plus 25¢ postage
SMALL: 3" high, **$2.50** ea. plus 25¢ postage
(plus 50¢ postage if out of U. S. A.)
Order now. Satisfaction guaranteed.

Gina and Selma, Inc.
1048 Lexington Ave. New York 21, N. Y.
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"Ballmark"

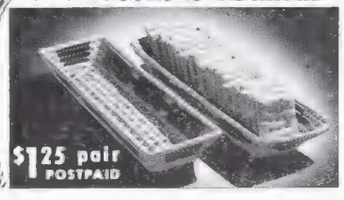
GOLF BALL MARKER

New DeLuxe kit . . . Stamps names indelibly INTO golf balls. Can also be used to stamp names on stationery, clothing, books, etc. Simple to operate, unusual, durable. Attractively packaged Complete kit includes three (3) sets of type A to Z, and a bottle of Ballmark ink.

Post Paid. $2.50

George W. Jones
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Brooklyn 9, N. Y.
Sorry, No C.O.D.'s, Please.

WOVEN PALM LEAF CRACKER CARRIERS



The Otomi Indians of Mexico weave these colorful and useful little baskets from sweet, clean palm leaf in natural off-white with decorative bands of green, pink and purple. They're 9 inches long and just the right size for crackers, cookies and many other good things. They add interest to any meal or party and make wonderfully inexpensive gifts. Send your check or money order today and we'll rush a pair postpaid. Your money back if not satisfied.

Ask for our free catalog.

Southwestern Gifts
630 E. Alameda Way
Santa Fe, New Mexico

AN UNUSUAL HOLIDAY GIFT

Give Delicious, Tree-Ripened

ARAWAN FRESH DATES



5 lb. Redwood Gift Box

Only $5.85

Prepaid in U.S.

Ripe again and ready to ship — Arawan Fresh Dates — the world's finest, perfect for Thanksgiving and Christmas. Vitamin-rich and delicious, these delectable Arawan tree-ripened fresh dates are an unusual and delightful remembrance.

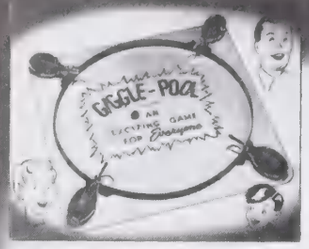
Send us your gift list with check to cover—and don't forget your own family. We will enclose a gift card in each package, or, if you prefer, we'll enclose your personal cards.

Also in 2-lb. Gift Box -- $3.75

Gilliland Groves Dept. H Phoenix, Ariz.

SENT DIRECT FROM SUNNY ARIZONA

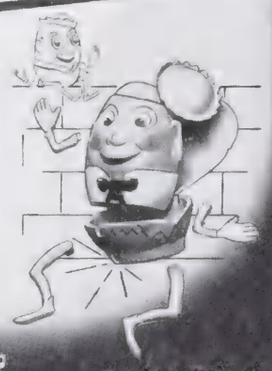
Air Pool



Zany fun for grown-ups and for youngsters alike! Each Giggle Pool player attempts to blow small corks into opposite hole using rubber air-squirter. 18" square pressed board playing field. Two, three or four can play. Scoring pegs included. No. T3712. **$2.98** Postpaid.

Humpty Dumpty

Knock him off his perch and he flies apart! But your youngster can put him back together easily because all of Humpty's eight separate parts interlock. Skillfully molded of bright colored plastic. 6½" tall. Perfect resemblance to his legendary counterpart. No. T3740. **$1.95** Postpaid.



Write For Free Catalog

Miles Kimball Co.

33 Algoma Blvd. Oshkosh, Wis.



Antique Reproduction of Age-old CHAFING DISH

● Gloriously lovely in simplicity and gracefulness of true antique designing. Gleaming solid copper and brass; beautifully made and finished. Aluminum pan linings. Gives new verve to entertaining—whether friends, or family. Burns sterno in concealing receptacle. Simple flame control. Two-quart, 10 in. pan; 11 in. high. A rare value.

Guaranteed in every way

COMPLETE with DOUBLE BOILER $12.95
Without Double Boiler, $9.95

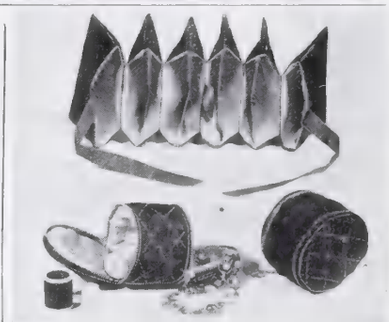
Check or m.o. (no c.o.d's); express collect

FREE Book of 85 Chafing Dish Recipes free with each chafing dish.

The **GLASS & CHINA** *House*

Where Gifts Originate
6040 TROOST AVE.
KANSAS CITY 4, MO.





Glamorous TRAVEL AIDS

Doubly wonderful is this **COMBINATION SEWING KIT and JEWEL CASE.** Zip open one end . . . plushy velvet . . . to keep your jewelry safe and handy. Open the other end . . . needle, thread, pins and thimble . . . for on-the-spot repairs. Made of fine quilted moire, lined with contrasting velvet and taffeta. In acetate gift box $3.25 postpaid

Elegant is the word for the companion **HOSE CASE** . . . six shimmering moire pockets, each a guardian for your precious nylons . . . $3.00 postpaid

Both in the latest color combinations; Wine lined with pink; navy with red; light blue with peach; green with lime.

$5.95 postpaid **Your money refunded if you are not pleased. C.O.D.'s accepted. Send for free catalog of "SELECTED GIFTS."**

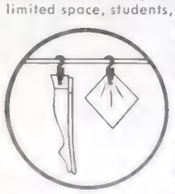
EXTRA! (not shown)—QUILTED EYEGLASS CASE to match . . . $1.25 ppd.

FRANCES MORRIS
Dept. HB2. 1016 Carroll St., Brooklyn 25, N.Y.



● DOT'S... *stocking* DRYERS Pat.

The handiest hangers ever for women living in limited space, students, travelers and tourists. Keep stockings, lingerie, baby's things safe from dust, rust, snagging, falling.



Transparent plastic in jewel tones, with *sturdy grip* and *flexible hook* to fit over shower or towel rods, pullman curtain rods, or in auto for maps, hats, garments. A perfect gift.

Send no money, order C.O.D., pay postman $1 plus postage and C.O.D. charges. Prepaid orders sent postpaid.

Box of **6** assorted colors or clear. Money back guarantee. **$1**

ESSENTIAL GIFTS, Dept. H.
3500 Griffith Park Blvd., Los Angeles, 27

Send ___ boxes of dryers. ___ Clear ___ Ass't'd.
___ P.P. ___ C.O.D.

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ADDRESS _____

CITY _____

is your Furniture STARVED?

(DRY, DULL, LIFELESS)

***FEED IT*—as Colonial housewives did—with LINSEED OIL and PROTECT it with PURE BEESWAX**

Mount Vernon Furniture Polish



Clean it, too, and polish it to a lovely, soft sheen. Mount Vernon Furniture Polish, made from a 200-year-old Virginia family formula, does all four—quickly and easily. And it's *economical*—because a little goes such a long way.



ONE PINT.....$1.50

Add 15c postage west of the Mississippi. No C.O.D.'s, please.

DILLARD and CO.
Millwood, Virginia



Window



PUNCH LINE will form to th right at your holiday party an guests will show their approva of this festive punch set by com ing back again and again. Mad of milk glass, decorated wit green holly and red berries, th 6-qt. bowl and 6 mugs are jus $4.50. With 12 mugs, set is $6.5 Shipping charges collect. N c.o.d.'s. You can order it fro Greenland Studios, 5874 Forbe Street, Pittsburgh 17, Penna.



A SOMETIME ANGEL wi renounce the devil in her natur if you set this shining exampl on her bedside table or vanity The demure cherub, made of dur able composition, comes in sof pink, white, or delicate flesh color with touches of gold, an the 10" shade may be painted t match or contrast. It's a lam that will bring a heavenly glow t a bedroom. 21" high, $13.95 ppd Holiday Products, Pontiac, Ill.

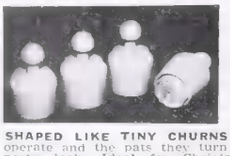


QUICK CHANGE ARTIST The E-Z Change Vase is a wonder ful invention. The top part ha a built-in flower frog, and whe you want to change the wate in the bottom bowl, you jus lift the top section out. Simple isn't it? The bowl is black only upper deck is Chinese red, amber lime green, chartreuse, fores green, or burgundy: $2 ppd House of Gifts, 630 Bienveneda Ave., Pacific Palisades, Calif.



PEPPER MILL-SALT SHAKER SETS

FRESHLY GROUND PEPPER **$3.75** set ppd. from a fine mill is as important to your meal as the salt that goes with it. Each mill or shaker 3½" high, turned from solid piece of hardwood. Chromium plated tops. Mills have hard steel works, set screw for adjusting grind. Vase type finished in maple, barrel type in walnut. 2 ozs. pkr., of peppercorns with each set. (Pepper mills available separately. $1.80 each ppd.)



Wooden BUTTER MOLDS

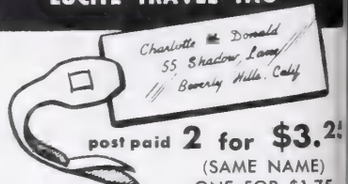
$1 per pair

SHAPED LIKE TINY CHURNS they're fun to operate and the pats they turn out do add the parties look. Ideal for Christmas gifts. Two flower prints with simple directions. $1 ppd. No C.O.D.'s please—Write for free catalog.

Bayden Bashe

Box 1162 Dept. 2-K Oklahoma City, Okla.

YOUR LUGGAGE IS SAFE with this SMART LUCITE TRAVEL TAG



post paid **2 for $3.2**
(SAME NAME)
ONE FOR $1.75

IN CLEAR OR BLACK LUCIT

Now your luggage can be easily ident fied and made to look smarter with th bright new travel tag. Choice of black c clear lucite, beautifully stamped in gol with your name, address and city. Stron locking straps in red, black, tan or brow A lovely gift to receive or give. Orde today. No C.O.D.'s please.

WRITE FOR FREE CATALOG OF OTHER INTERESTING PERSONALIZED GIFTS.

Monogram Shop

84 WESTMINSTER ST., PROVIDENCE 3, R. I.

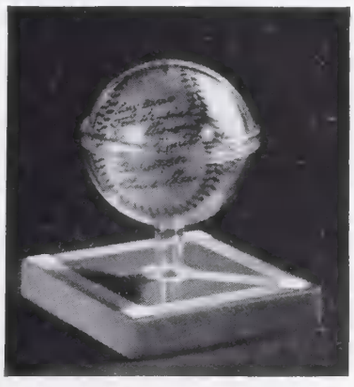
Shopping



DANISH CHRISTMAS PLATES are as traditional as St. Nick and plum pudding. This year's has the star of Bethlehem guarding a Danish village and is marked with "Jul 1950." Made of earthenware in heavenly shades of blue by Royal Copenhagen. They're wonderful pin-ups or dessert plates for your Christmas table. 7" wide. $6.50 ppd. The Holly Tar. 24 Prospect St., East Orange, N. J.



AUTOGRAPHED BASEBALL. An official baseball is covered with facsimile signatures of every player on the American or National League All Star Team. Or you may have it with the signatures of any major league team. $1.95. And in order that the gang may see it but not leave fingerprints, the clear plastic trophy holder is $1.95. Both are $3.75. Ppd. Sally Graye, 80 East 11th St., New York 3.



CHRISTMAS MORNING ROBE for the little ones in your house to wear downstairs to see what Santa brought is this holly berry red-flannel wrapper. Size 2 fits a child 31" to 34", weighing 24 to 39 lbs.; size 4 fits 34" to 37" child, weighing 28 to 32 lbs. With a stocking cap for St. Nick to fill on Christmas Eve, $4.95 ppd. Little Linda Shop, Box 213, Highland Park, Ill.



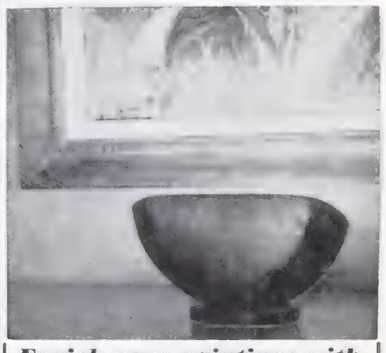


ANY COLLEGE SEAL or THREE OLD ENGLISH INITIALS emblazons the front of the Magazine Rack or Waste Basket.
The Magazine Rack of mahogany or walnut, is designed like a giant book and the copper front is hand wrought with your choice of any college seal or initials.
The Waste Basket of hand wrought copper is also tarnish proof and is 13½" high.
Matching Set $32.50 Postpaid
Magazine Rack $17.50 **Waste Basket $15.00**
Catalogue on request
HENRY W. LONGFELLOW STUDIO
WESTON 93, MASS.

Birds in your Belfry!



You'll love this Westinghouse movement electric clock with twin birds perched in belfry, that rock back and forth in tick-tock tempo. *The perfect gift for kitchen or nursery.* Colors—white house with red or green roof.
Check or money order. No COD's **$7.95** *Postpaid*
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185 NEWARK AVE., JERSEY CITY, N. J.
Established over 50 years



Enrich your paintings with PROPER LIGHTING
Now, you won't need unsightly metal attachments to light your paintings. This handsome bowl-shaped reflector* throws light *upwards, without glare.* A distinctive accessory, 12½" x 7¼", reflector is custom-made of textured, glazed ceramic in wonderful accent shades: celadon green, coral, yellow, chartreuse, grey, black, signed by the artist.
* U.S. pat. applied for
$29.50 exclusively ours
(Sent express collect outside NYC)
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Send for FREE FOLDER on our Unique LAMP-SHELF
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ENJOY READING IN BED



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NEW LUXURY LAMP
CLAMPS TO BASEBOARD BEHIND BED
Safely clears wall and bed. Kwik-Flex Arm adjusts to desired height above any headboard . . . directs light at any angle. Simple, modern design. Easily attached. 66 inches over-all. Baked-on bronze or ivory finish. Takes screw-on shade. *First lamp of its kind . . . makes reading in bed a pleasure.* Needed in every home. A best-seller gift. *Order today!* No. C.O.D.'s.
$4.95 ppd., shade not included
Match your color scheme with a shade from our new and unusual collection . . . illustrated circular sent with order.
Made, Sold and Guaranteed by
Hie Line Co., Dept. 102
One Brook St., Yonkers 2, N. Y.



Santa Claus Salt & Pepper $1. Pair
The most festive things we have ever seen. Gay red-and-white Santa stands beside a green Christmas tree decorated with red. Perfect table decoration. Ideal gifts. Just $1 a pair, post paid.

Holly Wreath & Candle Salt & Pepper $1. Pair



Green wreath with red berries, yellow candle in green holder. 2¾ inches high $1 pair, post paid.
No C.O.D.'S please.

CHARM COTTAGE
"On the Mississippi"
Davenport, Iowa

Set of Six Tall
DRINKING GLASSES



You'll be proud of this unique set of six fine tall cold-drink glasses picturing "American Saddle Horse"—"Off to the Paddock"—"Pacer"—"Jumper" "Palomino, Mare and Foal" and "Hunter" all executed in full color reproducing original drawings by Frank Childers. Glasses hold 12 ounces and have heavy sham bottoms. Full set of six only $10.00, or set of 12 for $19.00. I prepay postage and guarantee safe delivery. Money back if not delighted.
"little joe" **WIESENFELD CO.**
Dept. D-30 Baltimore 1, Md.

Imported English Sheffield Condiment Set



Reg. Value $15.00 **NOW $8.50**
includes tax and postage
Distinguish your table setting with this beautiful Sheffield Condiment set. Mustard pot and spoon with glass lining and salt and pepper with glass lining —on matching tray. Made in England in the tradition of superb English silver craftsmanship.
UNCONDITIONALLY GUARANTEED. LIMITED SUPPLY AVAILABLE.
Send 20c for illustrated 48 page booklet — "Distinctive Gifts — What Every Woman Should Know About Silver and Jewelry."
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536 MADISON AVE., N. Y. 22, N. Y.



Gifts for the "Smart Hostess"

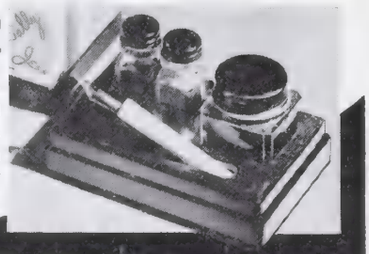
PEPPER MILL Your meals will be tastier with freshly ground pepper. Smartly designed table accessory hand-crafted from California Redwood or Oregon Myrtlewood. Also available in Mahogany or Walnut. Imported Sheffield steel adjustable grinder. Unconditionally guaranteed. Only $3.95. Matching Salt Shaker $3.50. Supply of pepper corns 75c, postpaid.

Sign your Christmas Cards with Glamour — with

The HOSTESS EMBOSSING SET

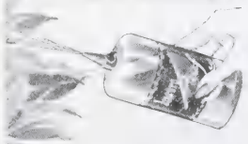
...handwriting in raised metallic letters for your signature on Christmas, greeting and place cards, invitations, stationery. Appeals to creative, artistic persons, ideal for young and old alike. Only $1.00 postpaid. Order these attractive, distinctive gifts today.

Write for FREE Christmas Gift Catalog



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NOW! *Keep Your Plants CLEAN and GLOSSY*
WITH WONDERFUL NEW



lustro -leaf*

New! Totally different! Just spray LUSTRO-LEAF on the leaves of your green plants and—immediately it gives them a lovely new luster and sheen—keeps them clean and glossy, healthier and more beautiful than ever before. Safe, efficient, fragrant. Send today for this marvelous plant groomer and see the delightful results for yourself.



*©A.F. Scheider, 1950

8 oz. bottle (in soft plastic bottle for easy spraying from bottle to plant) only 60¢

Mail and Phone Orders Filled Promptly
Coins, stamps, check or money orders accepted.

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Max Schling Seedsmen, Inc.
615 Madison Ave., New York 22, N. Y.
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FOR FISHERMEN

$5.00



ORVIS *MAGNETIC* FLY BOX

The perfect Christmas gift for the fisherman who "has everything." Rotating magnet holds 36 flies, turns at flick of finger for easy selection. No lost or damaged flies — permanent magnet holds them securely, even in a gale. Handsome plastic case is pocket size. Postpaid. Send mailing instructions — we'll gift wrap it!

CHARLES F. ORVIS CO.
124 Union St., Manchester, Vermont.



INITIALED IDEAS in SOLID BRASS

KING-SIZE ASH TRAY Treat the smoker to this big, (7" dia.) highly polished solid brass ash tray. Doubly distinctive with owner's initial Lacquered, requires no polishing. Burn-proof. Alcohol-proof. Specify initial, A to Z and Mc. Postpaid **$4.95**

PERSONALIZED DOOR KNOCKER Charming design in solid brass. Highly polished. Lacquered. Needs no polishing. Measures 2½" x 3½". A to Z and Mc. Postpaid **$4.95**

MINIATURE KNOCKER, solid brass, initialed, 1" x 2¾" **$1.25**

Mabeth Card Shop
30th Street Station, P.R.R. • Philadelphia 4, Pa.

WOW! PERSONALITY PANTS!



SURPRISE THAT MALE WITH A NEW SHORT STORY

A. Big Red Padlock, designed for safety and security.
B. Red Snapper pattern to keep that man tingly.
C. The original Hollywood Wolf leers from a lamp post at Hollywood and Vine. Patterned in red, yellow, and black.

All Personality Prints on finest White Sanforized broadcloth. Elastic waist, boxer type. Guaranteed sizes 28 thru 42.
$2.50 a pair, or all three only $6.95 postpaid.

SPECIAL OFFER!
Shorts in gay Hawaiian prints **$1.50 each.**

an exclusive from

Pee Wee House
Culver City 28, California



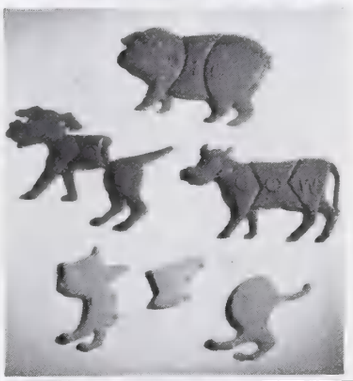
Window



A HANDFUL OF STARS is sprinkled in gold on the flowing robes of these celestial musicians. Masterfully hand-carved and hand-painted in Oberammergau they're 3½" high. Angel at the gilt piano is $15; with the concertina, $12.50. They are from an orchestra of 12 angels. Ten other figures available. Add 35¢ postage. Alfred Orlik, Inc., 74 Fifth Avenue, New York 22, N. Y.



A TAPER FOR YOUR TABLE. To light your cigarettes at dinner, this is the most satisfactory and decorative idea we've seen. The holder is nickle silver highly polished to look like sterling, has a gracefully twisted handle, stands on the table between smokes. With a dozen white candles that burn for one hour each it's 7½" long. $2.95 ppd. Madison House, Madison, Conn.



PUT 'EM TOGETHER, and what have you got? A cow, a pig, a dog, and a cat. *And* a child who will put the other first-graders to shame. Each animal is made of three plastic blocks that lock together—the whole forming the complete animal. Also each section has a letter as an educational clue for putting the right pieces together. Set of Lock It Blocks $1 ppd. J. J. Anthony, Box 402 Milwaukee 1, Wisc.

Snack-Master



MAKE MARVELOUS TEMPTING BITE-SIZE APPETIZERS NEATLY AND SPEEDILY

Place slices of bread, meat, pickle, cheese, etc. on board. Use SNACK MASTER like a biscuit cutter. Push toothpick into filled tube, push plunger down—*presto* a perfectly shaped hors d' oeuvre. Complete with 200 colorful plastic toothpicks. Postpaid $1.00

Californians Only Add 3c Sales Tax. Send Check or Money Order, no C.O.D.'s please.

WRITE TODAY FOR OUR FREE ILLUSTRATED CATALOG OF THINGS UNUSUAL FOR GIFTS AND HOME.

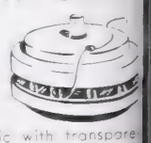
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"tattle-tail" Thermometer and Weather Forecaster

Friendly little ceramic bunny actually forecasts weather! When his tail is blue, blue skies are due . . . when tail is red, stormy weather's ahead. Thermometer in his ear tells the temperature at a glance. 6 inches high—**$1.25** each, postage prepaid.

THREAD CADDY



Attractive heavy plastic with transparent window . . . Thread Caddy provides space for 8 spools of thread, cork cushion for needles and built-in thread cutter. Turn it to color thread desired and "zip" . . . it's yours! Room for needles, pins, buttons, etc. —**$1.00** each (without thread) postage prepaid.

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Write for FREE Gift Guide!

Shopping



ACKING WISE. A copy of Paul Revere bowl. beautifully cuted in brass. will hold a iday store of nuts that should p "droppers-in" happy for rs. Hanging from the handles a pair of rooster nutcrackers t are as businesslike as they decorative. Bowl is 8" wide. 25 the set. Bowl alone. $6.25. r of nutcrackers alone. $2.50. tpaid from Art Colony Indus-s. 69 Fifth Ave.. New York 3.

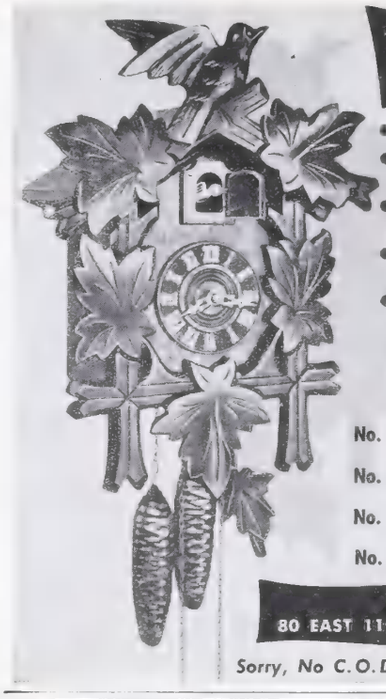


E FOR THE BIRDS. A d bird feeder. scientifically de-ned to allow birds to feed auto-ically. has a clear-view reser-that holds a generous supply seed. This drops down into ding tray as needed. Hung n a tree or bracket. it's safe n greedy squirrels and cats. stic perching rim won't freeze. en enamel. 14" x 9". $3.95 . Breck's of Boston. 736 ck Bldg.. Boston 10. Mass.



ARM HER this Christmas trinkets for her gold brace-If she wants a television set. one better and give her the combination with a record er and radio and little pic-s inside the video. $29. If uth Pacific" is a memory you re. there's the little island hut. Birthday cake has pop-up lles. $12. All 14k gold. Tax post. incl. Marchal Jewelers. 5th Ave.. New York 19.





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- DEEPLY HAND CARVED, IMPORTED CUCKOO CLOCKS
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- CUCKOOS AND CHIMES ONCE ON THE HALF HOUR
- SWINGING DOOR, DOUBLE WEIGHT-WINDING CHAINS AND PENDULUM

A GIFT THAT LASTS FROM GENERATION TO GENERATION!

4 DIFFERENT SIZES!

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Sorry, No C.O.D.'s. Send for FREE Cuckoo Clock Catalog!

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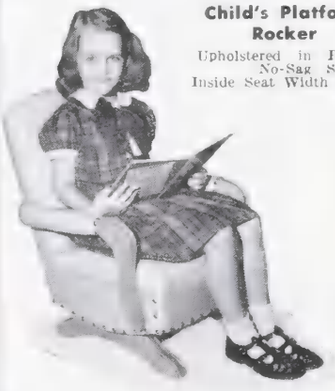


GIFT OF THE YEAR! Any favorite photograph or snapshot — yourself, friends, the baby, house, dog or whole family — on every card in the deck. In gift box, your gift card enclosed.

Send any size picture or negative with check. (Sorry, no C.O.D.s, but money returned if not pleased.) Your photo returned. Allow 10 days plus mailing time. Bridge Deck $5.85
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Photo Playing Cards
Room 205, 752 Fulton Street
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Child's Platform Rocker
Upholstered in Plastic
No-Sag Springs
Inside Seat Width 15½"



Ages 3 to 10 years. Heavy Hardwood frame, glued and doweled. Finishes: wheat or mahogany. Colors of plastic: red, blue, green, chartreuse, yellow, or eggshell. State choice of color and wood finish. Value and your satisfaction guaranteed. Immediate shipment via prepaid express. Price $13.95; west of Rockies, $15.50. Send check or money order. No C.O.D.'s, please.

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FARM HOME Smoked HAM BUTT
Tender pork shoulder, cured and HEAVILY smoked. Full of old-fashioned aroma and flavor. READY TO EAT . . . just slice and serve or stud with cloves and bake. Can be broiled or fried. Approx. 1½ lbs. $2.00 postpaid in U. S. A.

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Crisp snowy balls formed by clear sugar syrup. Individually wrapped in colored wax paper. Box of 12 — $1.50 postpaid in U. S. A.

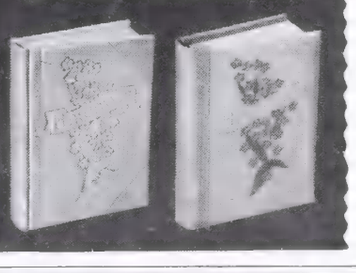


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A delicious blend of selected choice meats—tastefully seasoned. Leisurely smoked—over smoldering, fragrant, genuine hickory logs. A year 'round country treat. Needs no refrigeration. One large sausage to carton $2.00 postpaid in U. S. A.

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also Famous WATERTOWN GOOSE send for details



BIRTHDAYS



An attractive, compact little book for recording birth dates — a page and scripture verse for every day. Bound in white leatherette with forget-me-not design on cover. Just the thing for Christmas giving. 3¾" x 5" x 1", in gift box.

Regular Edition, white leatherette $1.00
Deluxe Edition, white leatherette, flower design in full color, padded covers $1.25

AUGSBURG PUBLISHING HOUSE
Minneapolis 15, Minnesota

A DOORable Heart Lapel Pin
For Young Girls



What cuter, more appropriate gift for all those in-between-dolls-and-dates 9 to 13-year olds. Gay and different, not too grown-up, this imported flower-bedecked heart carries milady's own first name on the little door—with space inside for her favorite picture. Name and flowers all hand-painted on the red wood. A gift any gal will love.

Evelyn Reed
Only $1.00 Postpaid.

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Hand-wrought sterling silver bottle opener by Frigast, Danish Silversmith, Copenhagen, Denmark. Stainless steel lift. This distinctive gift comes boxed and gift wrapped.

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FUR OVERCOAT
Navy lapin, 32" long, deep cuffs. Striped rayon tie silk lining. Also black or brown.
$135.00
tax & P. P.
no C. O. D.



"Patrick Henry"

Drinking Beakers are perfect. Delicately beaded edge, finest quality silver plate, they frost beautifully in use. For highballs, mint juleps and other tall cooling drinks — or as an unbreakable milk tumbler for the glass destroying offspring, 14 oz. $8.00, 10 oz. $8.00. Cocktail 4 oz. $6.50. Jigger 2 oz. $5.00. All prices include Federal Tax and postpaid shipment. Will engrave 3 initials no charge. Mail orders filled.

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Window



ONE FOR THE ROAD when you're traveling with children is the Auto Kiddie Toylette. You know how wonderful it is if you've ever had a crisis miles from the nearest gas station. Completely sanitary, it comes with six disposable, waterproof receptacles, folds compactly into a carrying case. $4.50 ppd. Additional receptacles, $1 ppd. for 12. Lehigh Furniture Co., Dept. 151, Easton, Penna.



A LITTLE SEW AND SEW will have a dolly that's a regular clothes horse, if Santa brings her this little sewing machine. It looks just like Mommie's big one, clamps to the table, and actually sews with a needle and thread. It stitches when she turns the handle at the side. Made of metal, it's finished in colorful enamel. 8" x 6". $2.50 ppd. Novelty Mart, 59 E. 8th St., New York 3.



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HEIRLOOM *Candlesticks*



Hand-cast gleaming brass exactly duplicates the original now on view in Colonial Williamsburg. Its unusual, beautiful grace exemplifies the favorite designs in vogue during the Revolutionary War. Size: 5⅝ x 5⅝ x 6¾". Each, $12.50; pair, $25.00 P.P. No COD's, please.

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A Must for any Man!
HANDSOME 18-INCH
ZIPPER CLUB BAG
IN GENUINE COWHIDE

A roomy, travelwise bag that looks good and is good. An ideal gift, it has full zipper with lock, double leather handles, two accessory pockets in full cloth lining. 18" long, 9" wide, 10" high in tan split cowhide with pig grain finish.

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Shopping



FINE DESK JOB. The Mini Chest is an organizer or a hide-all. depending upon whether you leave your desk in apple-pie order. or looking as if a whirlwind had struck it. Made of solid birch in a natural finish. its 3 drawers hold cosmetics. stationery. scotch tape. pencils. paste. etc. 10" deep. 13½" wide. 9" high. $12.50 express collect. An Allen Gould original from Design Exclusives, RFD #1. Sandy Hook. Conn.



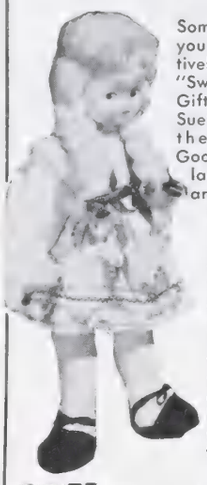
THE LOCK IS LIT when you open the door with the brightened Contact Key Case. It holds 4 keys. comes in tan pigskin, green or red morocco. and when you raise the case to select your key. the flashlight automatically goes on. It's fine. too. for following theater programs. making midnight rounds in a nursery. and it's a super man's stocking gift. $3 ppd. Carol Shops. Dept. , Hackettstown, N. J.



YOU'LL BE SHAKING salt and pepper from these miniature tombstones. Marked with "Here lies Salt" and "Here Lies Pepper." these ghoulish things are great shakes on your dinner table. Let them make their debut on your Halloween table. Made of non-corrosive metal. the pair is ... postpaid. From Noveltyme Studios. Hellam 1. Pennsylvania.

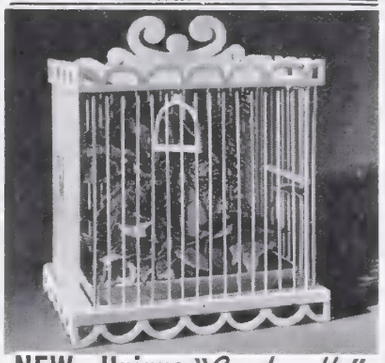


Thrill a Little Girl . . .
Appealing, Hand Made
"Sweet Sue" DOLL



Some lucky little girl you know will be positively thrilled with "Sweet Sue" as your Gift. She can wash Sue's face, change the Gay Mother Goose print dress, lacey panties, socks and soft shoes that tie. Long braided be-ribboned hair frames the cute features. "Sweet Sue" and all her clothing are hand made; she's 15" long. Order her today. She comes postpaid. (Give choice of red, blonde, or brunette hair.) Write for FREE Folder.

$3.75 Post Paid GIFT GUILD
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GARDENETTE—Nothing like it! Perfect for your favorite ferns and plants. Hang indoors or out. Place on shelf or table. The latest item for home decor. 17"x13"x10". Made of beautifully cut wood. Fun to assemble and paint. Makes lovely gift. Satisfaction guaranteed. Send for descriptive folder. Order today, $8.95 Postpaid. Send check or m.o.

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FOR HOURS



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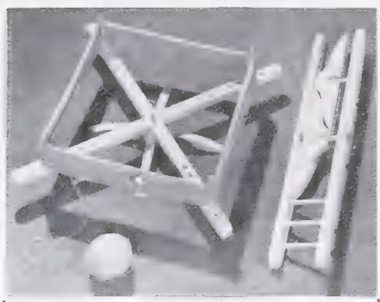
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OLD VERMONT YARN WINDER

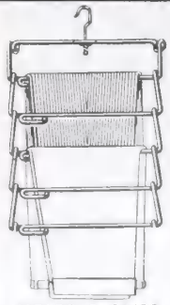
An ideal gift for knitters, the rotating yarn winder makes winding balls from skeins a pleasure. In the old Vermont tradition, modernized to fold absolutely flat. Weight only 13 ounces (1" x 4" x 25"). Adjustable for different length skeins. Natural Vermont White Pine, mellows with age. A practical and unusual gift!

$1.95

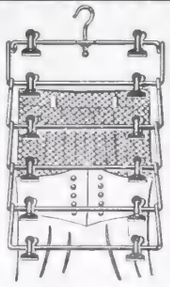
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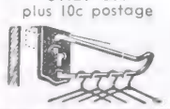
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HEADLINE YOUR HOLIDAY with "Striking" SEASON'S GREETINGS



Mr & Mrs John R Adams
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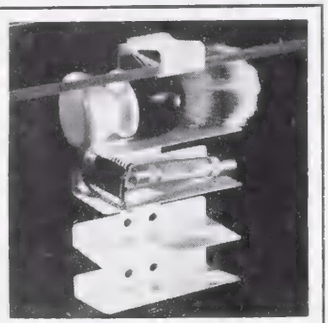
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Gifts of distinctively charming design. Sure to delight the most critical tastes on your Christmas list.

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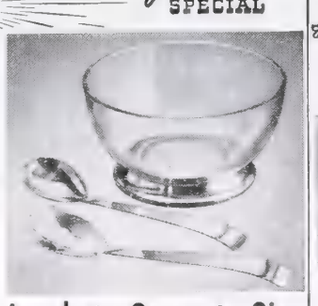
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is this handsome bowl fashioned of gleaming crystal and sparkling silver, with heavy silver-plate servers. Use for salads, fruit, desserts, punch or flowers. Any hostess will treasure these useful and beautiful table accessories.

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SERVERS 12½" (no tax) . 5.00 pair

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Colorful, 6-piece set of French made knights, features trumpeter, knights and pikemen. Riders are detachable. Also available: Crusaders. Each set $10.00 prepaid.





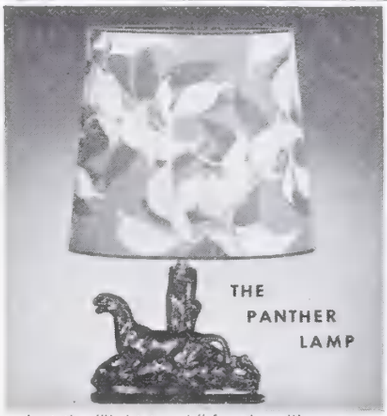
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LOLLIPUP . . . So s-o-f-t and cuddly, he's the doggondest, most appealing floppy-eared pooch there is. Makes a hit with teenagers and coeds—pigtailers and baby, too. Sturdily made of velveteen to take lots of hugging. 17 inches long.

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child size version of police three-wheeler. ade of heavy gauge eel on a 1¼" tubular teel frame. Has hrome plated adjustble handle bars and icycle type pedals. ear axle is mounted ball bearings for asy riding. Box holds roceries, packages or her cargo.

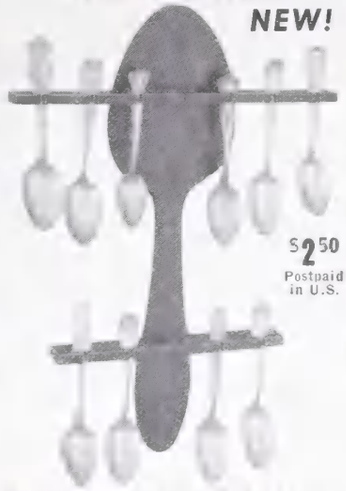


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$2.50 Postpaid in U.S.

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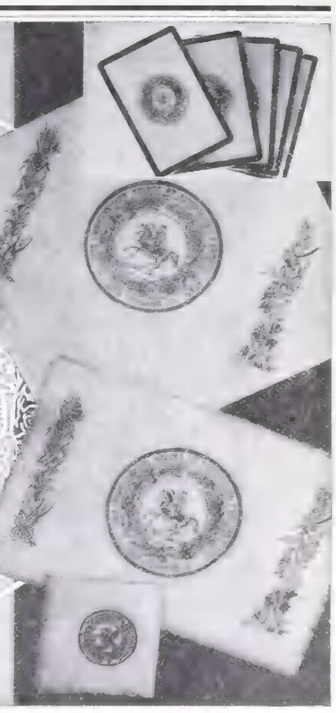
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12"x16"x10" high

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KNEEHOLE DESK, *18"x32" top, 27" high, 3 drawers, of knotty Ponderosa pine, hand rubbed finish, with* MATCHING CHAIR, *seat 12"x11"x15" high, 26" overall. The set $23.95*

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Crystal-clear Colonial glass shakers (chrome tops—won't corrode), mustard or mayonaise jar, and cruets for oil, vinegar or prepared dressings. Revolving hardwood caster, in choice of Early American, blond or mahogany finish. 12" high, 7½" wide. Practical—decorative—a time and trouble saver.

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Or Cold For That Matter

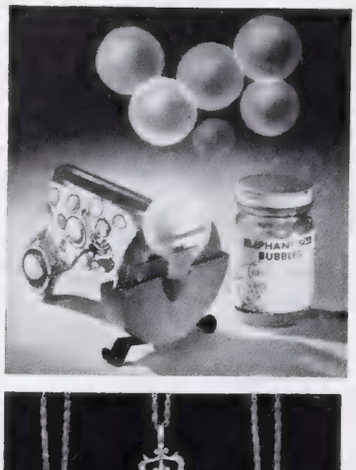
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Women's Educational & Industrial Union
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Window



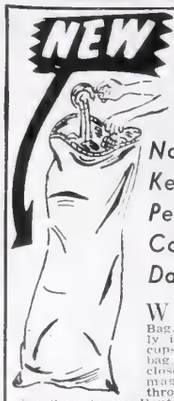
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Now You Too Can Keep Clothes In Perfect Ironing Condition Without Danger of Mildew

WITH the amazing new "NO-WORK" Dampening Bag. Just drop laundry loosely into bag and pour 4 to 5 cups of water into it. Squeeze bag, removing air—Zip—it's closed. "Presto," just like magic, moisture spreads through clothes evenly, leaving them in excellent ironing condition for 3 or 4 days without mildew setting in.

Eliminates Sprinkling and Rolling

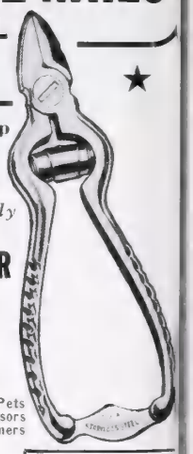
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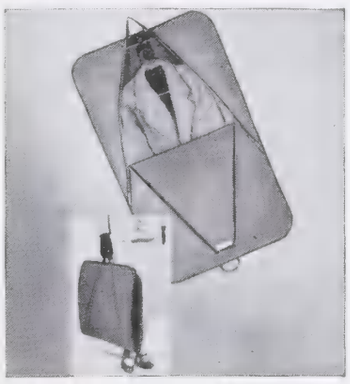
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. . . for your table

Quaint birds from a Pennsylvania Dutch design, these new ceramics are hand decorated in soft shades of green and brown with black markings on a creamy white background.

SALT AND PEPPER SHAKERS, . . also attractive as decorative accessories. Approx. 4-4½" high. . . . . Pair $2.75

SAUCE BOWL WITH LADLE, . . . gift boxed. Ladle handle makes perky crest on head, or, . . . plume on the tail. 7" long 5½" high. Complete $4.50

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COMPLETE SET AS SHOWN, . . you'll want them all. $13.50

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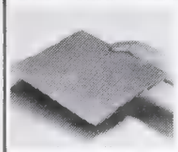
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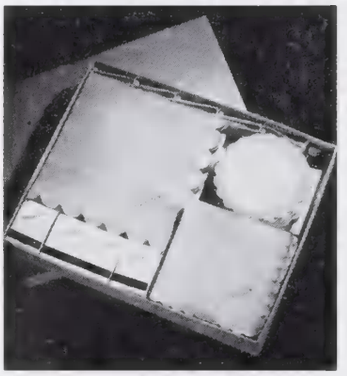
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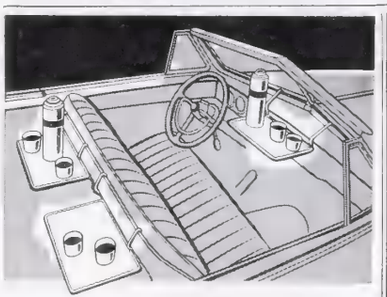
ELECTRIC ORGAN. It's a little one, of course, but its tone is full-bodied, a rich accompaniment for Christmas carols sung by families gathered together to celebrate the most important birthday in the world. It plugs into any AC outlet, measures 5½" x 10½" x 7" high, and comes with keyboard chart for immediate playing. $18.75 exp. collect. Carleton House, 3312 Lincoln Ave., Chicago 13, Ill.



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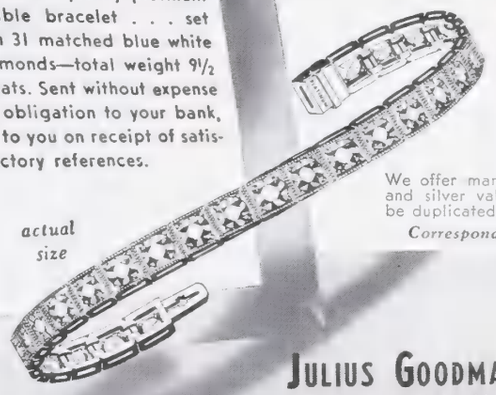
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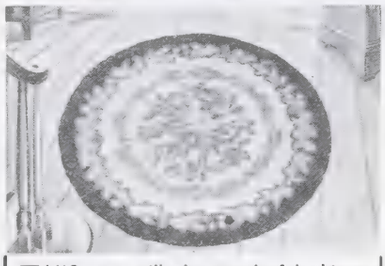


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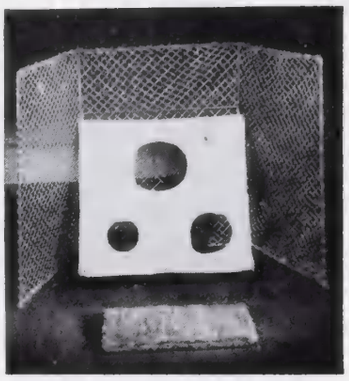
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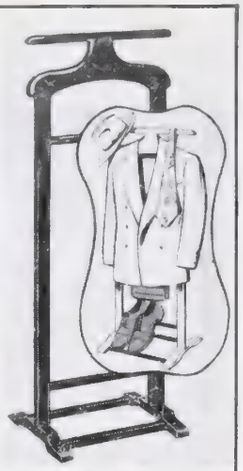


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(*Continued on page* 85)

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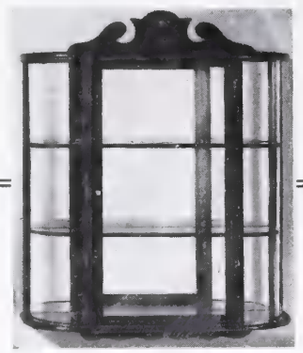


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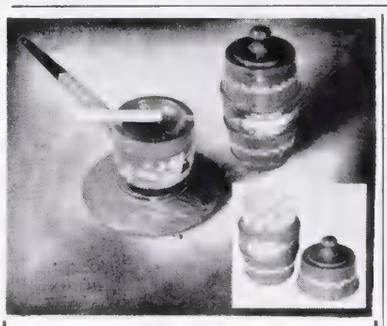
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Now...ALL-NEW MURRAY *Matched Steel Kitchens*

"So beautiful!"

Yes, every part of your new Murray kitchen...the marvelous cabinet sinks, the streamlined electric ranges or gas ranges, the spacious wall and floor cabinets... are all beautifully style-matched to form one harmonious picture. And there's an arrangement to suit *your own* special needs!



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And why not... when all frames — ranges and cabinets — are made of *welded* steel! And to further assure you lifetime service, all sinks and ranges are covered with rich porcelain enamel... stain and acid resistant.

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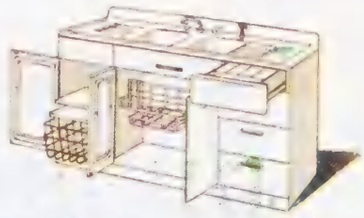
The cabinet sink above, being admired by the girls, has a two-level bottle or utility rack, five full-sized drawers, two cabinets, handy vegetable basket, breadboard, and cutlery tray! Units like this, combined with ranges with every modern convenience...will make your "kitchen-time" more of a pleasure-time!

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MURRAY

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They form the heart of your kitchen . . . and so are designed to carry all important utensils . . . cleaning compounds...cutlery. They are made with double or single basins and drainboards. Select the 66″ long model (above), a 54″ or 42″ cabinet sink, depending on the size of your kitchen.

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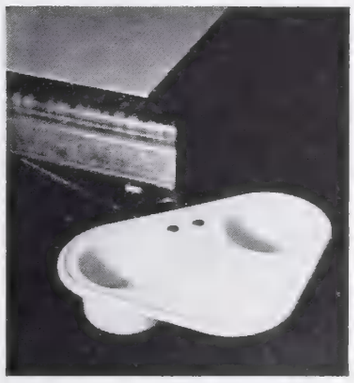


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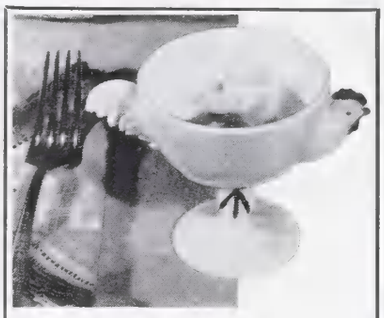
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Send for our new 1951 catalog of Unusual Gifts

-Footed, with raised pearl-along border design—cup saucer.....$3.95

H—Rembrandt, fan-shaped. Love scenes in rich, warm colors—cup and saucer...$4.50

G—Footed, beautiful antique scenes, trimmed in coin gold—cup and saucer.....$3.95

pt. B, 545 FIFTH AVENUE BREN LINDA NEW YORK 17, N. Y.



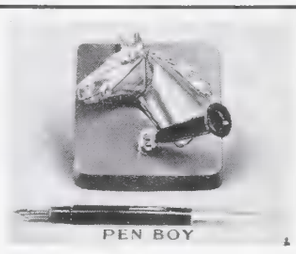
For Breakfast Cheer

ROOSTER EGG CUPS

To give warm pleasure every morning of the year . . . Westmoreland's authentic milk glass reproduction of the famous Rooster Egg Cups. Delightful at the breakfast table. Especially smart for cocktails, sherbets or nuts.

4 for $5 Postpaid. Please, no C.O.D.'s

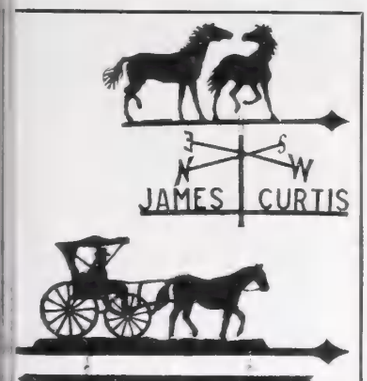
BETTY BLUE GIFT SHOP
Established 1921
3349 Greenmount Ave.
Baltimore 18, Md.



Attractive New
DESK PEN HOLDER

For folks who love horses this is a welcome gift for any desk. Decorated with a three-dimensional horse's head of finely cast metal with polished brass finish. Mounted on 3½ x 3½ inch dark bronze base with protective felt bottom. Comes complete with famous Esterbrook pen, as shown. Price only $8.00. I prepay postage. Your money back if not delighted.

"little joe" **WIESENFELD CO.**
Dept. D-30 Baltimore 1, Md.



PERSONALIZED WEATHER VANE
39 NN $17.25
ess name 11.25

COTTAGE SIGN
136 .....$17.75
plus 25¢ per letter

SEND FOR FREE CATALOGUE
Hundreds of Clever Ideas
METAL SILHOUETTE STUDIO
P. O. Box 1059
Springfield (B), Mass.



DELICIOUS—to give or keep

4-PC MAPLE SET—All 100% pure Vt. MAPLE 16 oz jug maple syrup; 1 lb maple butter; 7 oz churned maple sugar; 1 lb hard maple sugar cake. Complete to one address, $7.95

16 oz Jug Maple Syrup as shown:
Two to one address, $5.85
Four to one address, $10.50

1 qt Tin of Maple Syrup $3
2 lbs Hard Maple Sugar $3.65
2 lbs Soft Maple Sugar (not shown) $3.65
2 One lb Jars Maple Butter $3.45
2 Seven oz Jars Churned Maple Sugar $2.95
(Shipment to one address)

All postpaid in 48 states on receipt of check or money order. No C.O.D.'s
Send 25c for Catalog of Unusual Gifts. Deduct this amount from first catalog order.

The Josselyns

Box 147 Dept. 115A Dedham, Mass.

CHILD'S BOSTON ROCKER

An authentic reproduction of an old Boston Rocker; in black with gold trim and an attractive children's design stenciled on the back. It is suitable for a boy or girl from 2 to 8 yrs. The height overall is 28½"; height of seat 12". It can be used in a child's room, or living room.

$10.98

No C.O.D.s Shipped express charges collect
Write for gift catalog

The Children's Shop
West Hartford 7, Connecticut

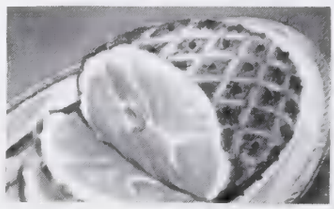


GIFTS OF GOOD TASTE

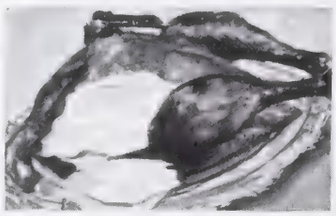
Pennsylvania-Dutch

Hickory-Smoked, Baked and Glazed, Sherry Basted, Ready-to-Serve

HAM



What a compliment you pay with a tender Hickory Valley Smoked Ham . . . country-cured, basted with Sherry, studded with cloves. A holiday gift of *good taste!*



Golden, Hickory-Smoked Ready-to-Serve

TURKEY

What a welcome awaits a plump, golden-skinned Hickory Valley Smoked Turkey . . . its luscious, tender meatiness ready to serve! Here's real holiday feasting and holiday-giving!

HICKORY VALLEY FARM LITTLE KUNKLETOWN STROUDSBURG, PENNA.

• • • • • Do your Holiday ordering NOW! • • • • •

My check (or money order) enclosed. Please send me, postpaid, gift-wrapped, gift-card enclosed, safe arrival guaranteed:

Number .... Smoked Whole Turkeys — Weight .... lbs. at $1.75 lb. (Average weight 10-20 lbs.)

Number .... Hickory-Smoked Hams — Weight .... lbs. at $1.50 lb. (Average weight 10-18 lbs.)

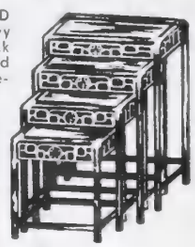
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ADDRESS _____

CITY _____ *ZONE* _____ *STATE* _____

IMPORTED STRAIGHT from CHINA to you

4-pc. NESTED TABLES of heavy teakwood in black with hand-carved open work in designs of cherry blossom, bamboo, grape or character (as illustrated) Size of largest table: 13½" x 18½" x 26½" high. per set $68.50 free delivery anywhere in U. S. Send check or money order. No C.O.D.'s



4-pc. Solid Brass Ash Trays Hand hammered in Chinese flower design. Size of largest tray 3" dia. per set $1.50 postpaid.



Send check or M. O. No C.O.D.'s. (30 cents additional if desired to be sent by AirMail)

THE NANKING at Waikiki
2079 Kuhio Ave., Honolulu, Hawaii



Heavenly **THOUGHTS FOR YOUR FAVORITE CHRISTMAS ANGEL . . .**

Delight her with these fingertip charmers. Pretty and practical. Soft, fluffy Wamsutta Terry towels in gay candy colors. Size 18 x 10½ self fringed and made Personally Hers with smart 3-letter embroidered monograms in self or contrasting colors.

Set of six monogrammed **$5.90**
Doz. **$11.50**

Sand, coral, aqua, gold, grey, light green mauve, pink, royal blue, rose, lime, white and of course Holly Green and Christmas Red!

P.S And wouldn't they make a *wonderful* gift from you to *you!!*

ORDER BEFORE NOVEMBER 25th
FOR CHRISTMAS DELIVERY
PP and Ins. 25c. Sorry, no CODs.

Franklin-Bayer
THE LINEN SHOP, INC.
630 N. MICHIGAN AVE. • CHICAGO 11, ILL.

franklin bayer



MAN'S IDENTIFICATION BRACELET. . . in sterling silver. His name is engraved on it (and his serial number if he's in any of the services). Rounded solid piece of heavy sterling fits the wrist. With sterling chain, it's 7½" long. **$6.75 postpaid.**

No C.O.D.'s please

EDITH CHAPMAN 50 Piermont Avenue • NYACK, N. Y.



Windo



IT FITS IN HIS HAN
Shave-Pak is a man's travel to kit, and it's fitted with nylon sh ing brush and soapstick (b extend lipstick-fashion fr holders), after-shave lotion, lette razor and blades. Engl cowhide case has a zipper op ing, gold-plated fittings. $6 incl. tax and post. Grist M Box 32, Basking Ridge, N.



GOOD MIXERS. Your h band's bar will be as well pointed as the Stork Club's if y give him the Bar Man's Holid It contains a jar each of oran slices, maraschino cherries orange sirup, lime slices, fr orange sirup, fresh lime sir and fresh mint sirup. Now h ready for any order from an Fashioned to a mint julep. $5. Add 50¢ W. of Miss. Kettle C Industries, Manchester, Mass.



ASHES TO ASHES. A min ture ash can will make even most distracted partier douse cigarette where it belongs inste of on your leather-topped cof table. Made of galvanized me with nickel cover, it's a de ringer for the original moc stands 2½" high. Just $1 p 10¢ postage, and you can or from Zenith Gifts, P. O. Box 2 GPO, New York 1, New Yo

THE ORIGINAL FOLDING Table TOP $4.95



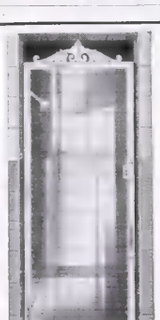
The Ideal Christmas Gift

T-Top is a light rigid top which fits over your card t held in place by cleats on underside. *Doubles* the siz your card table by seating 7 persons comfortably—open 46" in diameter, 144" in circumference—it's perfect luncheons and card games. Just tuck it away in corne closet. Send for your T-Top now. Weight 16 lbs. Immed shipment. Available unpainted or in colors Green, Red, Br

Unpainted $4.95—Painted $5.95

No C.O.D.'s please. Shipping Charges Collect
SEND CHECK OR MONEY ORDER TO

T-TOP COMPANY, Inc.
Dept. 88 Salem, M



BEAUTY • COMFORT • ECONOMY

GLASS SHOWER DOORS
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A Glass Shower Door or Tub Enclosure will add beauty to your bathroom as no other single improvement can. They are permanent and inexpensive . . . eliminate constant upkeep and expensive replacement of shower curtains. Send for free folders.

MEDICINE CABINETS

. . . of the highest quality and beauty. Sizes and styles to fit your budget.

SOUTHERN Shower Door & Cabinet Co.
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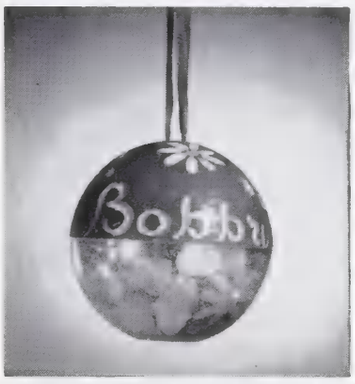
hopping



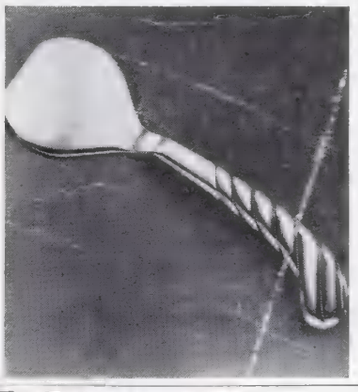
K MAGIC. Here is a that *really* gilds the lily—philodendron or the Christ-poinsettia! A sophisticated a French piece, it will be wning glory of your win-den. The black metal liner a diadem of golden wire. 1, 8" wide over-all, it's $5 ¢ post. Trade Winds. 141 y St., Boston, Mass.



DED WITH GUM S, this is a Christmas ball hang by the chimney with ght next to a child's bulg-cking. It's hand-painted y first name, comes with n to loop over the branch tree or scotch-tape to the You might even load it nnies or dimes, and give it tle money-bags. $1 post-otham Gifts. 67-85 Exeter rest Hills, N. Y.



RVES YOU WELL. A ul serving spatula of Ware is made from a com-new aluminum alloy called . It's tarnish-proof, rust-nd highly resistant to cor-Give the spatula to your band. And try it your-pancakes, hamburgers. eaks and fish. With pistol-andle, $4.95 ppd. Chez 1 Post St., San Francisco.





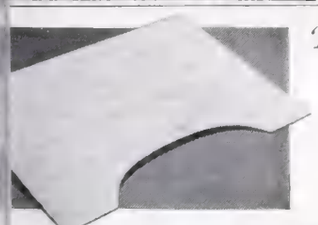
TOOLRAK Your tools at your fingertips. An ideal arrangement for home-makers and hobbyists, Toolrak prevents dulling and marring, and keeps tools handy for use. Extruded aluminum backstrip holds hardwood blocks which can be rearranged at will. 8" size for 7 tools, $1.35; 12" for 10 tools, $2.00; and 18" for 14 tools, $2.65, postpaid.

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Personalized Lap-Desk

SOLVES A DOZEN GIFT PROBLEMS . . . for Grannie's jigsaw puzzles and snacks . . . Pop's homework . . . Mom's reading, sewing . . . Betty Co-ed's letters home . . . Junior's lessons and games . . . quiet small-fry fun—in armchair, bed or car.

ight-weight, blonde wood, 24" ain resistant finish. With hand-irst name or monogram (under-initial) or undecorated. Ohio Sales Tax. No. C.O.D.'s.

$3.95 Postpaid
2 for $7.50

Hannah House
Dept. 11, Box 501
CANTON 2, OHIO

Balloon Blowin' Bear!

UP GOES THE BALLOON

RELEASE!...

AND BLOONEY SOUNDS HIS HORN

The traditional teddy bear—WITH GLAMOUR—that's our BLOONEY. Yep! (With a little help) he puffs up a big balloon or party blowout. And when RELEASED he blows a horn. BLOONEY is brilliantly colorful with a plush-plaid pink body and soft baby blue touches inside his ears and at the ends of his legs and arms. Comes in brown also. Topped with a party hat and a full, blue satin neckpiece he steals any show. Deluxe model about 18 in. long is

$5.50 postpaid

12 in. regular model . . . .

$3.50 postpaid



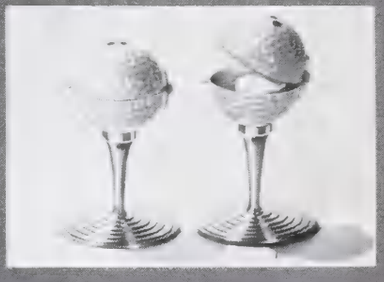
SNAP-SHOT BRACELET

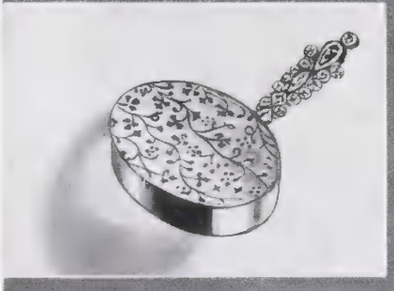


A twist for your wrist which features your own picture gallery! Each of the frames on the gold-plated bracelet has a removable magnifying lense. Slip favorite snaps beneath. A natural for the tie of a slack-ette. . . . Postpaid . . . $1.95

Golf Duffer's Paperweight AWARD

A golf ball sits on a gold-plated tee and base. . . IT OPENS. . . to reveal an aspirin! These words are under the base: "Award — for special efforts — in the rough." Big talk. . . Postpaid. . . $1.00





Precious Purse Butler . . . .

A miniature for packing the cigarette and ashes on the train, at the theatre, etc. Rosewood-grained handle. Delicately scrolled lid covers gold-plated oval case. 3" long . . . Postpaid $1.95

"KISS-TIMER"

Turn the gold-plated pendant — and the sands run to the other side. The word "KISS-TIMER" is inscribed on the bottom to check over-zealous lap friends. It may be worn as a bracelet or belt fob! $1.50 postpaid



DICE BRACELET

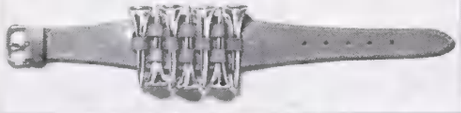
One side inscribed "SHOOT the WORKS;" the other "NO DICE." The imprisoned dice release with slight pressure. Gamble for a kiss or extra allowance from Dad. Regular sized dice. Gold-plated. Postpaid $1.25



WHISTLE BRACELET

Inscribed "If You Need Me—Whistle!" A sentimental thought and a whistle that has a very lady-like tweet. Gold-plated. Postpaid . . . $1.25





TEE-RIFFIC! A rich blend leather strap that holds 7 gold-plated golf tees. Postpaid. $2.95

Please send Postal Note, Check or Money-order. No COD's please. Send for Catalog.

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Praxiteles' Aphrodite

bra relief

No more trying one bra after another! Berlé creates for you a Delineator exactly fitted to your individual contours. You'll hardly know you're wearing it. Not only will it eliminate pressure, but your figure-personality will be lovely! In 27 years, no one has ever successfully copied the Delineator—a unique principle in comfort and beauty. From $16.50, in the world's finest materials. One-year written guarantee.

Write for booklet HB

Berlé Paris-New York

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FOR HORSE LOVERS

and Model Collectors

Here's an attractive and unique ornament for desk, table or model collection. "Merry Legs" has such universal appeal that every lover of horses will find a place for him. Hand carved in Italy of natural wood and mounted on wooden base. His black heels are 3¾ inches high. You'll just fall in love with "Merry Legs." Price only $3.50, postage prepaid. Your money back if not delighted.

"little joe" **WIESENFELD CO.**

Dept. D-30 Baltimore 1, Md.

WILD PLUM JAM
and
Myrtlewood Jam Jar

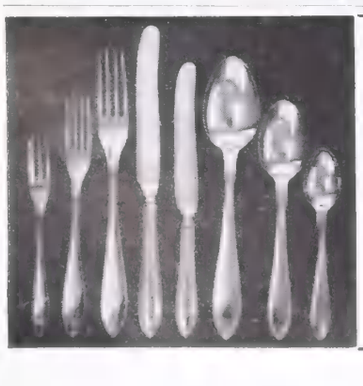


From mile-high mountains of Oregon's CASCADE WONDERLAND we have gathered the rare wild plum and made this unique delicacy for the epicure of fine foods. From Oregon's MYRTLEWOOD FORESTS we have fashioned a handsomely styled, satin finish JAM JAR of one of the world's rarest woods. A 10 oz. Jar of WILD PLUM JAM and the MYRTLEWOOD JAM JAR $3.65 or two 10 oz. Jars of Jam $2.65 ppd. Boxed with Sprigs of pungent Juniper.

$3.65 prepaid

ANNE SPRAGUE

P.O. Box 1110 Lakeview, Oregon



BEAUTIFUL STAINLESS from SWEDEN!

World-famous Motala Swedish Stainless Steel handsomely fashioned into sturdy, durable, practical and beautiful flatware . . . for everyday use! A perfect gift for those who have everything.

ALL OPEN STOCK

Service for 6 $14.00
Includes 6 each: table knives, table forks, table spoons, teaspoons.

Service for 8 $18.70
Includes 8 each, same as above.

All prices postpaid. Sorry, no C.O.D.'s
Write for Gift Catalog

Sweden House

12 WEST 50TH ST. NEW YORK 20
At Radio City



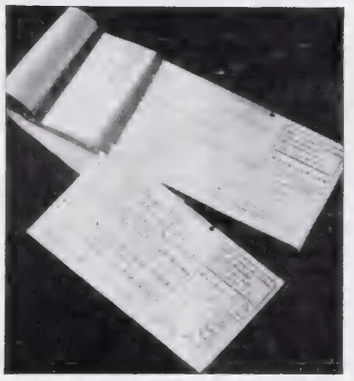
Window



FARM SET. This Model F made in England, has all the ism demanded by a small There are two Fordson M Tractors, one with rubber the other with metal wheel heavy duty, that haul a tip trailer, a timber trailer, a roller, and disc harrows. implements actually work. 6 plements, 2 farmers, $8.95 Military Miniatures, 1384 ington Ave., N. Y. C. 28.

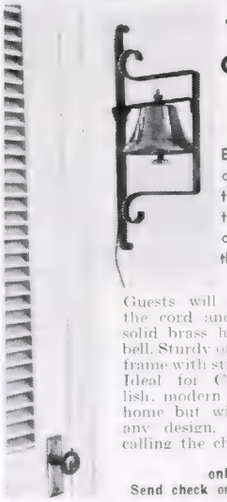


IT'S A GIFT that's boun steal the show on Christmas n ing. A glazed maple Lazy S revolves on a ball-bearing and the 7 chartreuse cer dishes are filled with a smo bord of sweets, dates, figs, pr apricots, etc. Available from 15 to Feb. 1. We've *never* such a merry-go-round of d table-ness! $12.95 ppd. H and David at Bear Creek chards, Medford, Oregon.



MAIL-IT-IN FORMS a marvelous convenience for readers of these WINDOW S PING pages. Check-book size, come printed with your name address in color, have a stub keeps a record of your order. in time for your Christmas s ping. 50 are $1; $2 for 100 your name in gold on a mor like cover. Jack Mark's Ma In. 1357 Roanoke Ave., New News, Virginia.

Welcome Bell



The Ideal Christmas Gift

Every guest at the door the whole year through will be a reminder of this unusual gift.

Guests will enjoy pulling the cord and ringing this solid brass heavy resonant bell. Sturdy ornamental iron frame with strong pull cord. Ideal for Colonial, English, modern or ranch type home but will blend with any design. Excellent for calling the children.

only **$12.95**

Send check or money order.

Shipping charges collect. Send for catalog other items.

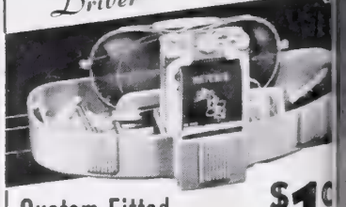
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1901 4th Ave., South

Birmingham 3, Alabama

For Every Car Driver--

HAND TRAY



Custom-Fitted DASHBOARD TRAY

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needs no screws or suction cu

The ideal gift for any driver—HANDY TI keeps everything you need within easy rea It's fitted with proper size compartments cigarettes, matches, sun glasses, keys, co pipe, compact, pencils, lighter, comb. Fits cars. Made in beautiful, unbreakable plas Can't wear out. Easy to keep clean.

Built-in lifetime Magneti-Grip can't slip, won't mar paint or metal. No screws, holes, hooks or suction cups.

Send only $1.00 for each Handy Tray. C plete satisfaction or your money refunded.

AUTOCRAFT

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Shopping



NEW HAT makes a lady el ever so much better even if ie's a member of the nursery hool set. So order this warm ttle roller that's made of fine nwale corduroy and comes with r name in any color. In red, avy, brown, or heaven blue, it is toasty earmuffs, fits three to x year olds. Send child's age id $1.95 to Janss, 163-165 Mar- t St., Perth Amboy, N. J.



UST RUFFLES and quilted overlets in Everglaze chintz come 8 solid co-ordinated colors, so ou can mix them or match them. hoose cloud gray, hunter green, owder blue, maize, cherry red, me, or lily white. Dust ruffles e $8.95 in twin size, $9.95 full ze. Quilted coverlets are $12.95 r twin, $14.95 for full size. Pil- w sham, $5.95. 90" draperies, 1.95 pr. Ppd. Colten's, 1351 eacon St., Brookline 46, Mass.



LD GLORY. A miniature nerican flag that has a heavy -proof metal base and a 12" lished chrome mast, can be ised and lowered by the gold lyards. Order one for your hus- nd's desk, another for your n's bedroom. Or you might use em in a centerpiece for Armis- e Day. Made of pure silk. $2.50; the pair. Ppd. Ohlson Metal oducts Co., Chartley, Mass.





CLOWN MUSIC BOX

s like having the circus come to town en young lads and lasses—their elders, —find our jolly clown's head music x under the tree at Christmas time. 's made of furry piled cloth and all ssed up like Barnum's best, with a l Swiss music box inside. Just twist t bright red nose and it plays! 6" meter. $5.00 postpaid.

Write for our free Fall Catalog featuring selected New England merchandise—country apparel and accessories, quality gifts, food delicacies.

A New England Store for all the Family



JOHNNY APPLESEED'S, Inc.
Box 710 Beverly, Mass.



Gothic Clock Stand for Fine Old Watches

Have you a fine old pocket watch . . . perhaps one handed down in your family? Display it with pride in this lovely Gothic Clock Stand. Stand holds any pocket watch, making distinctive clock 7 inches high for your desk or mantel.

Antique Bronze	$ 9.75
Oxidized Silver Plate	12.50
24K Gold Plate	13.75

Postpaid

To insure proper fit give case size and/or diameter of watch in inches.

HALTOM'S Jewelers (Since 1893)
603 East Belknap St.
FORT WORTH 3, TEXAS

Personalized Table-Talk Inspired by Moseley's



Dramatic Monograms on Pure Linen



Smartly tailored modern cloth with matching napkins of pure linen, further enhanced and personalized with two large 4" monograms on the dinner cloth and a 2½" monogram on each napkin. Your choice of three monogram styles in your color preference. Also available in that hard-to-get round style to fit the popular round tops for buffet entertaining. Very specially priced! Decorator colors: Peach, rose, gold, aqua, copen, grey, chartreuse, dubonnet, hunter green, brown, royal blue. When ordering, state color choice for monogram and cloth; underline principal initial of monogram.

72 x 90 with 8 napkins	35.00	45 x 45 with 4 napkins	15.00
72 x 108 with 12 napkins	45.00	64 x 64 with 6 napkins	27.50
72 x 126 with 12 napkins	49.50	72" round with 6 napkins	32.50

Other Sizes Available — Prices in Proportion

Moseley's

DETROIT • MIAMI BEACH • PALM BEACH

MAIL ORDERS TO MOSELEY'S, FISHER BUILDING, DETROIT 2, MICH.

A 50% Deposit must accompany all C.O.D.'s





Window



IT'S TOPS as a card-table co and everyone who takes bridge or Canasta seriously be delighted with its tailo elegance. Made of quilted sa with a sateen lining, it comes copen blue, turquoise, goosebe green, rosedust, moon-stone gr chartreuse, brown, and dubon with embroidered monogram contrast color. $9.50. Pl $6.50. Ppd. Moseley's, Fis Building, Detroit, Michigan.

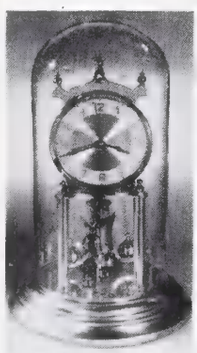


EASY TO SEE. A window-p thermometer of the bi-meta coil type is mounted directly the outside glass, facing into room, so you can tell at a gla what the weather is up to fi as far as ten feet away. Wit comes a capsule of cement mounting it. Gift-boxed, the p is just $1.50 postpaid. Orde from Brad Lee Gifts, 22 Bedf Street, Waltham 54, Mass.



MAGIC PINE CONES. thered in the High Sierra M tains, are especially treated burn in multi-color when put them on your log fire. T come gift-packaged in a wo basket which you'll use by fireplace for kindling. 9" x basket, $3; smaller size. $1 Fire crystals that make your burn with additional brilli $1 extra. Ppd. Nature's Novelt 1634 S. Brycedale, Duarte, Ca

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400 days on one winding—wonderful timekeeper! Distinguished design of gold finish mechanism and base, with glass dome, makes this clock the most memorable gift for anniversaries and sentimental occasions — becomes an heirloom of every family.

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$57.50
Fed. Tax Incl.

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Jewelers–Silversmiths
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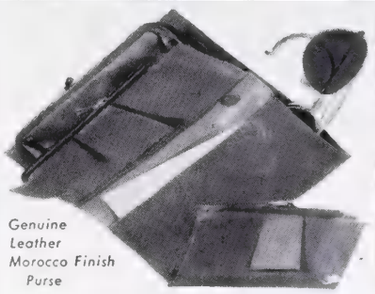
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It will be the most cherished gift of that certain someone. The graceful Georgian design is heavily silver-plated on copper, and it holds a full 60 ounces—almost two quarts! We bet if you had to guess the price, you'd be surprised at this unusual value.

Including tax & postage.....

It's just $15

ABEL'S
Ritz Carlton Hotel
2727 Boardwalk, Atlantic City, N. J.



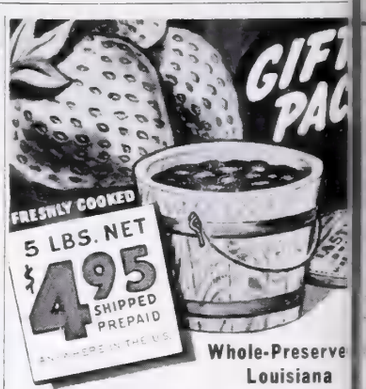
Genuine Leather Morocco Finish Purse

SPEC-TOTER

Brand new! Swank combination billfold and coin purse that solves the problem of carrying reading or sun glasses. Glasses slip easily in or out without opening bill or coin compartments of Spec-Toter. Pockets for cards, compact, lipstick and comb. Carried by itself or tucked into handbag it's equally ideal for teen-agers, career gals, or ladies of fashion. Order a Spec-Toter for yourself and several for gifts. Choice of red or black, red taffeta lined.

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SOLID CHERRY TILT TOP

This beautifully grained, graceful table stands 28" high with the top down * * The curved feet are dovetailed into the hand turned spindle supporting the 15" x 22" oval top * * Stained a warm brown, the finish is hand rubbed to a mellow luster * * Fine for a small lamp, occasional, or night table or even use it as a decorative piece with the top up as shown.

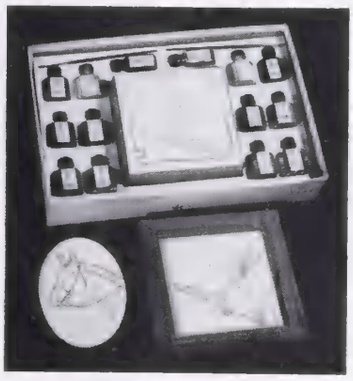
$29.75 Sorry No C.O.D.'s Exp. Coll.

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Shopping



OU'LL HAVE DESIGNS N THIS. The Della Robbia ile Kit has even us—as unde- igning as they come—reaching or our smock. It includes 3 fine les, outlined with a sailboat, orse's head, and sea gulls de- igns. Then there are 14 bottles f liquid glaze, and 2 paint rushes. With instructions for ome-firing. $4.95 ppd. Sculpture louse. Dept. 350, 304 W. 42nd t., New York 18, N. Y.



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OOK A FISHERMAN with e most alluring bait that ever hecked" an ardent angler. It's a ape Codder tie, handwoven of 00% virgin wool, *and* it's dec- ated with a genuine salmon reamer. Think of all those roblem men" this will solve the hristmas gift problem for! In own, green, copper, or pearl ay, the price is just $2.95. Post- id from Gaylords, 47 West Elm treet, Brockton 64, Mass.



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glowing copper

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Gleaming Christmas prizes! Four individual ham-n-eggers in glistening solid copper, to bring right to the table with food sizzling hot! They're 6" diameter, lined in tin, boast hardwood handles . . . and hanging rings. For every homemaker on your list! **Set of four** (not sold individually) **$10.50** ppd.

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Silverplated ice tub with vacuum lining. Handsome styling and heavy silverplate combined with the best possible insulation to bring you a really superior ice bucket. Preserves 2 trays of cubes for 24 hours. Use for hot and cold foods, too——**12.98*** *plus 20% Fed. tax



7-pc. birch salad set. 10" bowl plus servers, plus 4 individual bowls — in beautifully grained, hand turned, polished birch. (Natural or mahogany stained exterior.)——**9.98**
Additional Individual bowls. Each, **1.49**





Adjustable brass desk lamp swivels and bends from the base as well as at the head—giving perfect light to work by. 18" tall; smart contemporary styling. Solid brass arm with maroon, green, or black metal base and shade——**7.95**

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captures the timeless spirit
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striking candelabra designed
by Van Keppel-Green.
Order them in mat-black finish,
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This delightful, individual cocktail shaker, ingeniously contrived from the traditional "Patrick Henry" Drinking Beaker, holds 14 oz., enough for 2 good cocktails and a bit of dividend even with plenty of ice. Have your particular choice of cocktail in your shaker, and let him have what he prefers in his. While you may not agree on cocktails, you certainly will on these beautiful little shakers. Finest quality silver plate **$15.50** each Federal Tax Inc. and postpaid.

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a child's rocker,

sturdily handmade by skilled Virginia craftsmen. Will last through generations. 23" high, painted black with gold decorations, $7.75. Matching straight back chair, $6.75 express collect. Send 10c for Booklet on other handmade furniture "Heirlooms of Tomorrow." Sorry, no C.O.D.'s.

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Window



TILLIE THE TOILER. Till is the table and she does work. You sit or lie where y please and she serves your mea holds your book, becomes a des game table, or drawing boa The 15" x 26" tilt top is polish walnut. Steel frame adjusts fr 22" to 36". Base slides under b or chair—hospital fashion—eith right or left. $17.95 postpaid fr Franklin Table Co., 116 Fourth St., Louisville 2, Ky.



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Choose from Red, Maroon, Light or Dark Blue, Ligh or Dark Green, Brown, Yellow. Distinctive monograms hand painted in White, Gold, or color of your choice Ties are beautifully made . . . hand sewn, fully line . . . handsomely gift boxed. And they're "dry-clean able;" paint won't chip or crack! Orders filled promptly Satin, $3.00; Pure Silk, $3.50. (Ohio residents add 3% sales tax).

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Brilliant design and magnificent craftsmanship were never more in evidence than in this fine silver bowl and ladle. Both are ornamented with the Jensen "Leaf and Berry" motif. The bowl shown is 4" in diameter, 4¼" high. Bowl, 80. Ladle, 13.
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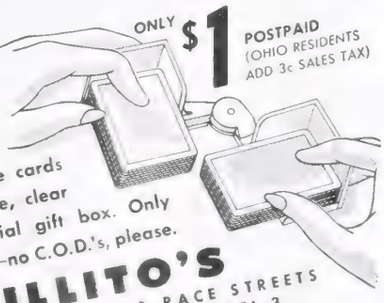
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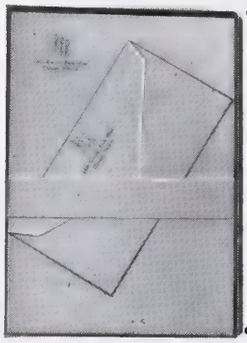
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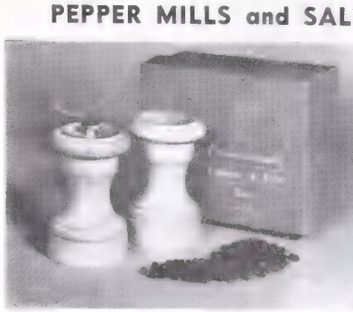
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Shopping



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Christmas-Valentine-Easter

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Please send me ..... place settings of ..... pattern

I will pay $2.00 per month for each setting. Each setting consists of Knife, Fork, Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon. Federal tax included. Engrave this initial .....

Name .....

Address .....

City ..... Zone ..... State .....

Home Cigarette Bar



It holds a full carton, releases one pack at a time, and you can always see how your supply is holding out. No more cigaretteless Sunday mornings! Made of antiqued pine with this verse:

Tobacco is a dirty weed: I like it.
It satisfies no normal need: I like it.
It makes you thin, it makes you lean,
It takes the hair right off your bean;
It's the worst darn stuff I've ever seen:
I like it.

$1.50 postpaid

Send for our new gift catalog.

the krebs

DEPT. 8N WESTERLY, RHODE ISLAND



ONYX BASED SHIMMERING SHOWERS

with Genuine Cut Crystal Prisms

Elegantly styled and crafted, these electrified shower lamps lend charm and enchantment to any room. Each lamp is magnificent, displaying **27 imported cut-crystal, 2-piece prisms** cascading over a 3½″ square of genuine onyx mounted on a heavy goldplated, openwork metal base. Ideal for credenza, console table, etc., they epitomize gracious living. Complete with bulb. Overall height 17″.

A truly superlative value!

$22.50 the pair, postpaid.

MARK STIER Dept. B-2

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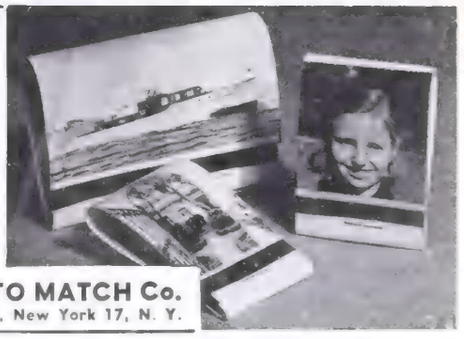
Your baby, home, pet, family group or favorite photograph sharply reproduced on standard-size match packs. Send picture or negative; we return it. One subject to box. Wonderful for your own use—makes an unusual gift for friends and family!

Regular Size:
Box of 50, $5.50 Box of 100, $8.50

Forty Strike Size:
Box of 50, $11.00 Box of 100, $16.00

Photo Postal Cards also available.

Postpaid No C.O.D.'s please



INDIVIDUALIZED PHOTO MATCH Co.

Dept. 18 **18 East 41st Street, New York 17, N. Y.**

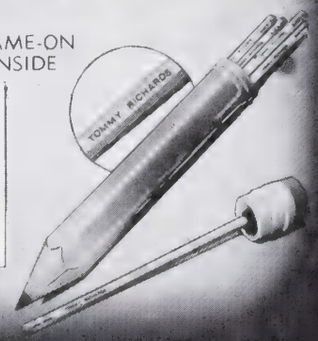
Personal Colored Pencils



A dozen different colored pencils —each with your youngster's full name stamped in gold. All fine quality, 7" long. Perfect for colored pencil sketching. May be sharpened at both ends. Plastic case also imprinted with full name. No. PK3106 **$1.19** ppd.

Jumbo Pencil WITH 12 NAME-ON PENCILS INSIDE

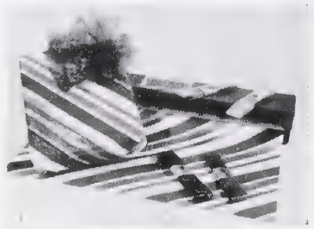
Big plastic pencil with a full dozen regular pencils inside—each with your child's name hot-stamped in gold. Case is 11" long. Has black tip that writes, big eraser, and a pencil sharpener concealed in the cap. No PK3649 **$1.19** Postpaid.



Write For Free Catalog

Miles Kimball Co. 33 Algoma Blvd. Oshkosh, Wisconsin

★ **BEAUTIFUL CHRISTMAS WRAPPING PAPER — IN ROLLS —**



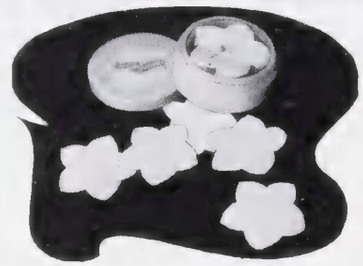
★ Your friends will admire your gifts . . . and you'll be proud of the way they look, too!

Here's a Northmore original! Yes, 50 feet of richly styled paper in a handy cutter edge box. It's always fresh and clean . . . with no creases. Green and Gold or Red and Gold Stripes. (Specify which you want.) *Also* you get four skeins of excellent cellophane ribbon in beautiful blending colors.

All five items only $2.95 postpaid

Satisfaction Guaranteed or your money refunded by return airmail.

★ **Northmore's**
Highland Park 30, Illinois
*(We are listed in Dun & Bradstreet, Inc.)



Sachet Petals . . .

A delightful way to keep underthings fresh . . . a new, daintier way to wear perfume.

85 petals in a jar $1.00

Use these soft dainty paper petals of delicate floral scents that last amazingly! Put them among your lingerie, hankies, purses, linens, and baby things to keep them delightfully perfumed. Grand for Holiday giving.

Gift boxed.....Postpaid

SATISFACTION GUARANTEED

Downs and Co.

81-BM Salem Lane ▪ Evanston, Ill.

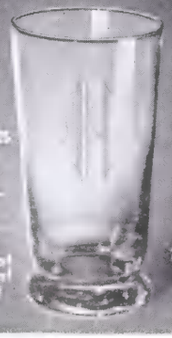
Order by Mail and SAVE!



Imagine, for $2.95 . . . 9 Libby beverage tumblers of sparkling bell crystal, monogrammed with the beauty and skill for which AMERICAN CRYSTAL cutters are internationally famous. You'll want several sets . . . for yourself, for gift-giving.



MONOGRAM STYLES
No. 1 Block letters (1, 2, or 3)
No. 2, Curly English (small)
No. 3, "Tear one the first initial



TUMBLER STYLES
No. 1, Juice— 5½ oz.
No. 2, Water— 10 oz.
No. 3, Iced Tea— 12½ oz.
(Heavy lip-proof bases, chip-proof "Safedge" rims)

AMERICAN CRYSTAL CO.
P.O. Box 1302, Rochester 3, N. Y.

Send the following postpaid, with money-back guarantee:

☐ 8 mon. juice tumblers, $2.95 (OR) 3 complete sets for $8.25
☐ 8 mon. water tumblers, $2.95
☐ 8 mon. iced tea tumblers, $2.95

Monogram Style No. 1__ No. 2__ No. 3__ Initials____

NAME_____
ADDRESS_____
CITY_____STATE_____

Check Money Order (No C.O.D.'s)



Window



DUTCH APPLES, made delicious imported Droste da chocolate, falls into twenty s tions when you press the t We're going to put them in t toes of the small stockings on o fireplace. Wrapped in red a green foil, it's made of the fin ingredients available. Apple si $1 each, ppd. The Pascos. T Shop in the Garden, W. Hartfo 7, Connecticut.



TIME TO PRIMP. An o pocket watch like the one yo great grandfather carried was t model for this new compact. Ma of golden metal, it has a vinta steam locomotive etched on t back, comes with a felt case. F a fashionable note, hang you on your belt, or pin it, thread with ribbon, at the neck of a gr flannel suit. $2.50 ppd. Pee W House, Culver City, Calif.



The Angel Abra... Hear Angels make bells ring

Light the candles and let this gleaming coppe Angel-Abra charm you as the heat from the candles spins the angels merriiy around and they softly strike the bells with their wands. A perfec centerpiece to grace your table or mantle. Com plete with three red candles. Attractively boxed. $2.95 Ppd

No C.O.D.'s, please. Write for free gift circular

Marie Fitzgerald Shop
Dept. C, 184 North Ave. New Rochelle, N. Y



A BIT OF DENMARK

Imported Plaquetts—traditionally hung, bu just as useful and appealing when used a coasters, butter pats or ash trays. Beautifull done in Royal Copenhagen's incomparabl blue, 3¼" diameter. *24 scenes including, fo the first time, new 1950 plate shown at to of photo.* $1.00 each. Postpaid in sets of fou or more. Less than four, please include 25c fo postage and packing. New 24 pg. Catalog Fine Gifts. Send 25c (applied to first order) Money back guarantee.

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Austin Gyde Van Hove, Prop.
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Imported CUCKOO CLOCKS



THE MOST DISTINCTIVE AND DRAMATIC OF CHRISTMAS GIFTS

The *GENUINE* Old World Heirloom—the clock with a persona ity. HAND CARVED by one of the oldest and best clock make in the Black Forest. The finest and most complete line offer in this country. *THE* authentic, artistic, deep carved clock y may remember from your childhood. Choose yours from ma types, sizes and prices. Safe delivery guaranteed. Write f free, illustrated folder.

LOIS REICH, Importer
Cuckoo Clock Sales, Parts and Repair Service
QUIVERA LAKE (O) KANSAS CITY 3, KANS

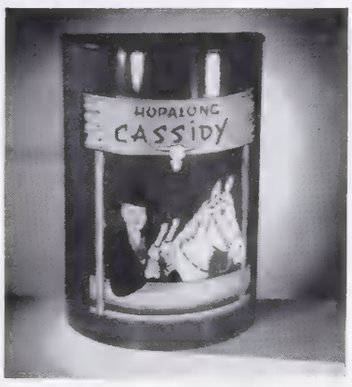
Shopping



SANTA'S SURPRISE. A record from Santa sent air mail from Fairbanks, Alaska, the nearest post office to the jolly old man's North Pole workshop, will restore the faith of any little non-believer. And he'll be enchanted by the delightful story that the red vinylite plastic record tells. Orders must be received before December 4th to insure Christmas delivery. $1 ppd. B. C. Moses, 4313 Austin St., Houston 4, Texas.



HOPALONG HAMPER. Your young bucko will stow his soiled clothes in this metal hamper without a whimper because there's Hoppy himself right on the front. Or if he uses his for a toy chest, games will miraculously find their way back due to cowboy Cassidy's influence. Bright red or yellow, 24" x 17" wide. $5.95 plus 50¢ post. 25¢ extra west of Mississippi. Mastercraft Products, 60 South St., Boston, Mass.





THERMO TUMBLERS

Keep ice cubes for hours. Require no coasters. Two layers of plastic with a vacuum between gives the insulation. Ideal for card players as the tumblers remain dry outside. 8 gay colors for identity. Cap. 14 oz.

Set of 8 $4.95 Postpaid.
Send for Fall Catalog

SCULLY & SCULLY, Inc.
"The Smart Gift Shop of New York"
506 Park Ave. New York 22, N. Y.



For the Sportsman who "has everything"

Warm his heart with this perfect gift. Fashioned from brass and copper heads of empty shotgun shells. Highly polished, lacquer finish. Smart, distinctive, $3.00.

Matching set of 4 front buttons & 4 sleeve buttons for blazer, sports or hunting jacket, $3.50. Six-button set for vest or cardigan, $3.00. Specify set desired.

PERRY PRODUCTS, Box 262, Rye, N. Y.

UNIQUE WROUGHT IRON PLANT STAND



holds 9 plants in any desired arrangement

Lovely Crackled Green Finish
48" high — 25" wide
$15.95 Post Paid
50¢ extra West of Rocky Mountains



Set of 9 Flower Pots
3 White, 3 Yellow, 3 Green
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NOW A SAFE, AUTOMATIC ALL NIGHT OPERATING...

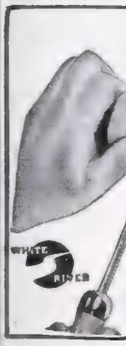


Spartan STEAM VAPORIZER

$12.50 Postpaid

Gives clouds of soothing steam to relieve coughs, congestion, sore throat. Prescribed by doctors. Wonderfully SAFE for children. Shuts off automatically when water is gone. Low, squat unbreakable case remains cool. Medicament chamber. 110 Volt A.C. Guaranteed. Send $12.50—We Pay Postage.

Write Dept. B 1 THE SPARTAN COMPANY 1201 W. 29th St., Minneapolis, Minn.



It's YOURS TRULY When You Use YOUR

PERSONAL BRANDING IRON

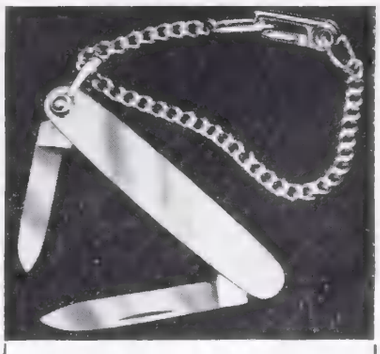
There's no doubt about who owns that rake, hammer, rifle or other borrow-able equipment when you've branded your own initials on them. Here's a delightfully unique way to identify—and *safeguard* your prized possessions—here's a wonderful gift for *every* home-owner, gardener, sportsman you know.

Branding Iron is individually cast in bronze with polished brass rod and attractive handle. Ideal for leather, wood, plastic, rubber. Indicate initials (Price includes 3 initials; extra letters 50¢ each.) Allow 2 weeks delivery.

$3.50, postpaid anywhere in U.S.A.
Mail Orders Filled

Write for FREE interesting gift catalogue on labor- and time-saving devices and tools for the garden.

Max Schling Seedsmen, Inc.
615 Madison Ave. New York 22, N. Y.



FOR THE MEN *in your life*

Here is a handy knife and key loop combination that's ideal for your Christmas giving. He'll be more than delighted with this handsome two-bladed knife and rugged key chain (shown in actual size). Available in sterling silver or gold-filled . . . $6.00. In 14kt. gold . . . $24.00. Federal Tax Included. Please send check or money order. No C.O.D.'s. Post paid in U.S. For delivery in Connecticut, add 2% sales tax.

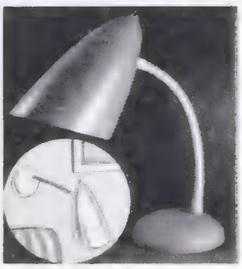
The Philip H. Stevens Company
Jewelers • Silversmiths Since 1902
65 Pratt Street, Hartford, Connecticut

lighting for modern living

Designed by eric for the Lighting Mart

Economical Lamp Gifts for your CHRISTMAS shopping.

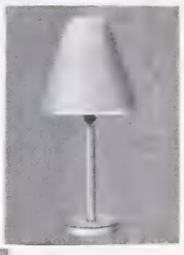
All guaranteed—all direct from our own Workrooms.



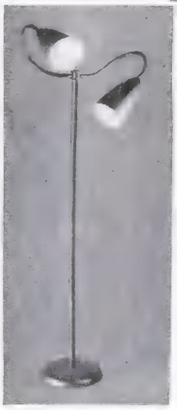
There are never too many 'handy' lamps about the house. Flex-Lite does the job on table, desk, radio, TV, etc. Same lamp can be used as wall mount. Heavy metal reflector, 12" flexible arm. (With 2 flexible arms only $9.95.) **$5.95**



Hollywood Lounge . . . the tall stately lamp that is so very basic in all properly lighted rooms. 3-way socket for a 100-200-300 watt bulb. Durable 24" pebble cloth shade. Heavy metal column and base. Overall height 60". **$17.95**



Vanity lamp with metal column and never-tip metal base. Very smart and very practical. Weighted, felt-padded base. Durable 10" pebble cloth shade. Height 21". (Buy them in useful pairs . . . only $16 pair) **$8.25**



Two-Arm Flex . . . there's never a problem with these two versatile spots that provide great variety in lighting. Each arm is 18" and the metal column is 48" high. Handy two-circuit switch right on column, for independent lighting. Heavy metal reflectors are 9" deep. (With one arm $15.95, or 3 arms $26.95.)

$21.50

All lamps in baked enamel finish in chartreuse, green, metallic gray, brass, Chinese red. The Flex-Lite and Two-Arm Flex are available in bronze, too.

Shades for Vanity and Hollywood Lounge in natural, green, gray, Chinese red and chartreuse.

SATISFACTION GUARANTEED

Check or M.O. only. Sorry no COD.

Flex-Lite shipped postage paid, you pay small expressage on others.

Please send for FREE XMAS Catalog and special Television Lighting Guide.

THE Lighting MART
Dept. 514
Westwood, New Jersey

Give this gorgeous BIG GIFT BOX of 7 famous, delicious Wisconsin CHEESES



$5.50

Prepaid in U.S. West of Denver, add 25c.

Sure-fire hit of the gift-parade! And no shopping or mailing bother! Choicest prime and aged cheeses from America's Dairyland. Zestful, taste-delighting—every delicious bite! Cheddar, Holland, Swiss types — novelty varieties—full of wonderful flavor. Friends will long remember your good judgment and thoughtfulness. In Big, Colorful Gift Box; net weight 3 lbs. 15 oz. Send complete gift list with check or money order NOW—don't delay! Schuster's will acknowledge your order and supply gift cards, or will enclose your own cards, or will send boxes direct to you.

FILL OUT COMPLETELY

Send at Once ☐ Send for Christmas ☐

Gift list for ..... boxes, attached

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Schuster's

Dept. H Milwaukee 1, Wis.

3 Great Department Stores in Wisconsin's Largest City





Rolling TRAYTABLE

It Folds! It's Featherweight!

This handy utility table saves many steps. Indispensable for indoor and outdoor service. Sturdily built of non-stain aluminum. Three tiers 13½" by 31", height 37". $11.95

In luxurious dull gold finish $17.95

(Postpaid in U.S.A.)

Send 10c for "Tippler" Catalog 27

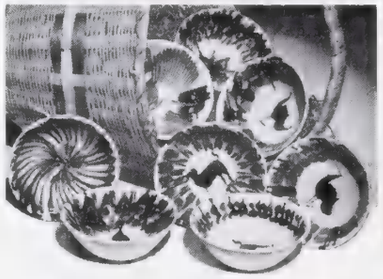
HOME BARS ▪ GADGETS ▪ GIFTS ▪ GLASSWARE

BAR MART

62 W. 45th ST., N. Y. C. MU. 7-1190

America's Most Unusual Store

Bobbie Ganger, Executive Director



Beautiful Bowls

FROM ROMANTIC OAXACA 8 OF THEM PACKED IN A FINE FIRESIDE HAMPER THAT YOU WILL NEVER WANT TO PART WITH

ONLY $3.95 PREPAID

FOR FRUIT, CEREAL, SERVING, ETC.

Generous in Size (6 x 2 in.) highly glazed and gaily decorated in yellows, greens and purples, these imported bowls beautify any table. A clever gift that looks as tho it cost half again as much.

The serviceable basket is handwoven of split bamboo, just right for picnics or marketing.

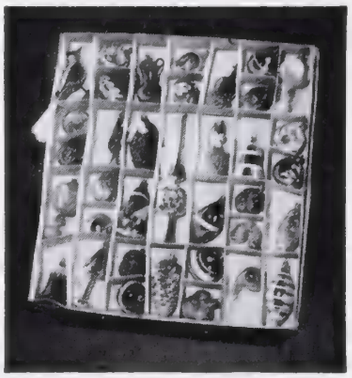
Write for free catalog of imported merchandise

The OLD MEXICO SHOP

SANTA FÉ_NEW MEXICO



Window



DECK THE TREE with these wonderful old-fashioned imported glass Christmas ornaments. There are birds with plumed tails, little Santas, bells, cones, and balls. Each ornament is hand-painted in bright colors and the set includes a tree top ornament, too. 3 dozen are $8 ppd. Q-T Novelty Co., P. O. Box 54, Murray Hill Station, New York 16, N. Y.



TINY TOBY JUGS that you'll drink your Christmas cordial in, then spot on a show-off shelf, are made of Royal Doulton. They come with the heads of familiar Dickens characters such as Mr. Pickwick, Mr. Micawber, Sairey Gamp, the Fay Boy, etc. Then there's the cockney pair, 'Arry and 'Arriet, Auld Mac, and the Cardinal. $2.25 each; set of 12, $24.50 ppd. Madison Card Shop, 606 Madison Ave., New York.

PAIR OF GADABOUTS

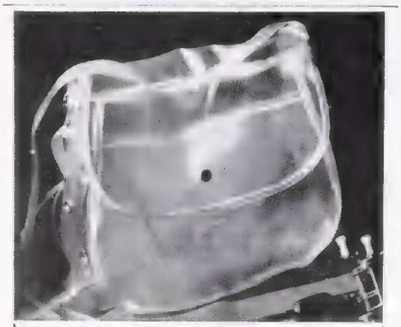
A little trunk, plastered with resort labels from all over the world, comes filled with complete outfits for two 8" dolls. One wears ice skates, the other roller skates, and any little stay-at-home will have the time of her life touring the world with her two protégés. Trunk is 12" high.

$3.98 POST PAID

NOVELTY MART

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. . . for the FISHERMAN . . . the New PLASTI-CREEL

PLASTI-CREEL is light as a feather, tough as an ox, easy to carry, easy to keep clean and free of odors from old catches. Rolls into small, light bundle when not in use. Made of heavy gauge Vinyl film plastic. Well ventilated . . . won't rot. With extra tackle compartment, adjustable shoulder and waist straps. A perfect gift for any fisherman. No C.O.D. please.

PLASTIC SHEETING CO. 931 S E. Sixth Ave. Dept. HB Portland 14, Oregon

Only $4.95 Postpaid

The PERFECT GIFT

A Practical Gift

Used EVERY DAY!

The ideal mail box that holds *all* your mail, and newspapers too; protected from wet and wind.



Only $5.95 Postpaid

(West of Denver, add 35c for Parcel Post and Handling)

Sturdy, non-rusting ALUMINUM. Five baked-on finishes—Antique Bronze, Pearl Grey, Cape Cod White, Hammered Brass, Colonial Black. 16" high, 11½" wide; projects 3⅛" to 4⅝". Streamlined for appearance. Add the lock cover at $2.95 and the box is pilferproof—add the engraved nameplate at $1.50 for individuality.

Send cash, order today—specify your first and second finish choices.

NOR-GEE CORPORATION

2217 Palmer St., Jamestown, N.Y.

HAND CUT CRYSTAL JAM JAR



• STERLING SILVER COVER AND SPOON

A glamour piece for your table. Beautifully engraved design that makes it an ideal gift. 4⅜ inch size.

Shipped post paid. (For delivery in Tennessee, add 2% sales tax.) $5.00

Write for FREE illustrated gift catalogue.

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Ready For Immediate Installation

NO BRACKETS—NO TOOLS

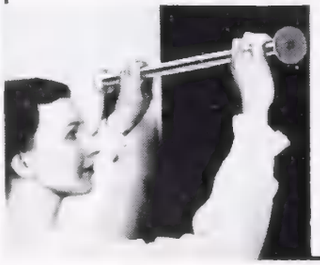
Readi-Rods

polished aluminum rods sturdy enough to hold

COATS and CLOTHES

SHOWER CURTAINS—Tub or Stall

ARCHWAY DRAPERY



Anyone can install Readi-Rods. Just extend to walls, turn one section—that's all. No Suction Cups.

21" to 32"—$2.95 30" to 51"—$3.95 48" to 72"—$5.95

Postpaid. No COD's please. Ohio residents add 3% Tax.

Satisfaction Guaranteed

ANDREW COMPANY BOX 57, FINDLAY, OHIO

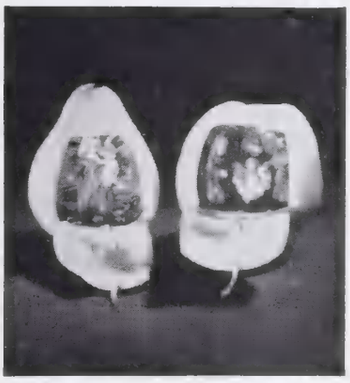
Shopping



HE INTERNATIONAL SET at will make your desk as lan- age-conscious as the United tions is this handsome set of ther-covered dictionaries. The e small volumes include Eng- h, French-English, German-Eng- h, Spanish-English, and Italian- glish dictionaries. With gilt- ge pages, complete with case, y're 3½" x 3½" x 4½" high. 5.50 ppd. Bergdorf Goodman, 4 Fifth Ave., New York 19.



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NON-OVERFLOW PIE PANS
END OVEN-SCRAPING

Never again need you tussle with a charred, baked-on oven mess! Non-Overflow Pie Pans have grooved rims to catch the juices that bubble over the edge of the pie. "Foolproof with the ooziest berry pie," says a leading magazine. Aluminum, bake standard 9" pie. Work-savers in your own kitchen—and useful, appreciated gifts

postpaid prices (to one address)

2 for $1.00

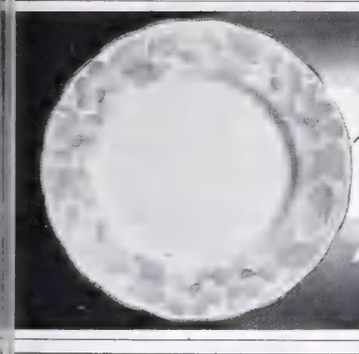
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NOTE: These pans are made of heavy aluminum and should not be confused with cheap, light pans now on the market.

Walter Drake

Satisfaction guaranteed on every purchase from Walter Drake

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ENGLISH BONE CHINA

Morning Glory

America's largest retail selection at lowest prices of open stock English Bone China. New dinnerware booklet will be sent on request.

Herbert S. Mills
EAST KING ST.-HAMILTON, CANADA



MAKE US HAPPY with TRICK of the MONTH



The perfect gift for the boy or girl who loves magic tricks. Imagine the thrill they'll get out of owning a new trick every month for a year. Gives them poise. Keeps them out of mischief. Teaches self reliance. And they'll have a barrel of fun mystifying pals.



For membership in TRICK of the MONTH CLUB just send the name, age and address of each boy or girl with $5 for every name and we'll do the rest. Larger assortments at $10 and $15. Details on request.

NATIONAL MAGIC CO.

Dept. H50, 119 S. State St.
Chicago 3, Ill.



Sterling . . . and better tea, too!

No one will claim a teabag is an object of beauty . . . while this solid silver tea strainer definitely is! Besides bringing proud and attractive entertaining, the discriminating say that this is the only method of making truly good tea. Has glass coaster to protect table. Check or Money Order, no C.O.D.'s please. $5.00 (Fed. Tax Incl.) plus 25c postage and insurance.

Newbook

Maramor Building, 139 East Broad St.
Columbus 15, Ohio



Give this rare treat LIVE MAINE LOBSTERS
ready to cook

What a hit you'll make with a real Down East "Seafood Feast" of meaty Maine lobsters, packed ready to cook to full-flavored tenderness right in their own metal container. We send Gift Certificates first so your lucky friends can choose the exact day they want to enjoy this mouth-watering fresh seafood banquet. We guarantee live delivery, within 1800 miles, for date specified. $13.95 sends a never-to-be-forgotten gift of ten live, 1-lb. lobsters—or eight live lobsters plus half peck of succulent steamer clams. Simple cooking instructions included. Inquiries about larger gift packs get return mail action.

Sf

Saltwater Farm
Box 420
Damariscotta, Maine

Join the FIRE BRIGADE!
Man the FIRE BUCKETS!



Hop on the Hook & Ladder for year's hottest gift ride! Brilliant **RED FIRE BUCKETS** with **"FIRE"** in white. The absolute newest in **LIGHTER & ASHTRAY** Sets! ! !

LIGHTER fuel container lasts for hundreds of sure lights!

ASHTRAY—safest in the world—patented handle holds cigarette securely, puts out automatically. Ruby Glass liner. Use also as small planter, cigarette holder or match holder.

$2.95 set ppd.

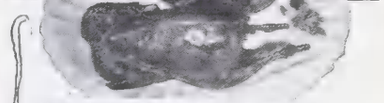
Extra Bucket Ashtray—one buck each!

Write for 1951 catalog of Unusual Gifts

BREN LINDA Dept. B, 545 FIFTH AVE. NEW YORK 17, N. Y.

NEW — "DIFFERENT"
The UNIQUE Christmas Gift of the Year





Here, indeed is an excitingly "different" gift for those "have everything" friends — those "must-be-pleased" business acquaintances. They're sure to be delighted with this magnificent treat of treats — a brace of Forst Catskill Mountain Smoked Pheasants. These are the most highly prized of all game-farm birds, superb, young, tender, carefully fed and fattened to make them plump, juicy, wonderfully delicious! Each one is U.S. inspected

We Forsts season them according to a secret family recipe in rare, zesty spices and aromatic herbs. Then, we slowly, painstakingly smoke-cook them over fragrant applewood embers to a succulent, rich golden brown! Comes all ready to eat

One brace of Forst Smoked Pheasants will provide bountifully for 5 or 6 people — make any meal a long-remembered feast. This year give a brace of Smoked Pheasants. Try them yourself, too, it's the most luxurious taste treat of them all. Mail the Order Coupon and your gift list TODAY!

Price . . . $12.00 per brace

FREE FULL COLOR CATALOG



Describing the whole roster of mouth-watering Forst smoked delicacies for gala holiday entertaining; for unusual Christmas Gifts. Write Today!

THE FORSTS
Route 218, Kingston, N. Y.
All Forst Products Are Government Inspected

THE FORSTS,
Route 218, Kingston, New York

I am enclosing my check for $..... Please ship charges prepaid ..... braces Pheasants at $12.00 per brace.

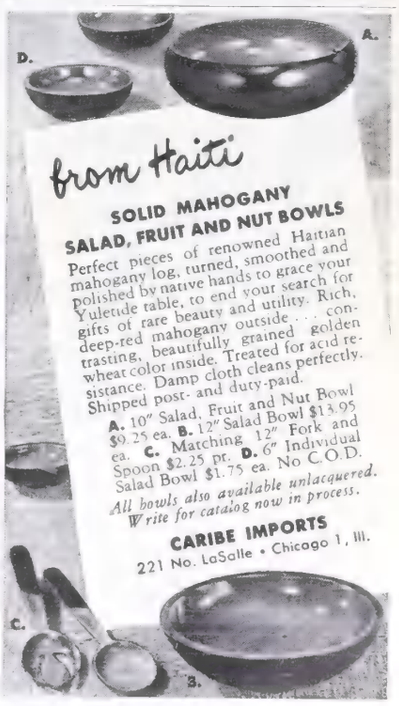
☐ Mail me full color catalog free

Name .....

Address .....

City ..... Zone ..... State .....

☐ I am enclosing gift list. Ship with greeting card.



from Haiti

SOLID MAHOGANY
SALAD, FRUIT AND NUT BOWLS

Perfect pieces of renowned Haitian mahogany log, turned, smoothed and polished by native hands to grace your Yuletide table, to end your search for gifts of rare beauty and utility. Rich, deep-red mahogany outside . . . contrasting, beautifully grained golden wheat color inside. Treated for acid resistance. Damp cloth cleans perfectly. Shipped post- and duty-paid.

A. 10" Salad, Fruit and Nut Bowl $9.25 ea. **B.** 12" Salad Bowl $13.95 ea. **C.** Matching 12" Fork and Spoon $2.25 pr. **D.** 6" Individual Salad Bowl $1.75 ea. No C.O.D.

All bowls also available unlacquered. Write for catalog now in process.

CARIBE IMPORTS
221 No. LaSalle • Chicago 1, Ill.

Window Shopping



HERE IS SANTA

★★★★

Magnificently costumed in red satin—trimmed in rich white fur cloth, he is hand made and hand painted, stands alone and is unbreakable.

20" $25.00
Express Prepaid

Exact replica of Santa's face (above) to hang on your Christmas Wreath, Door Knocker, Mantel, etc. $7.50
Express Prepaid

ESTELLE POWELL

717 WEST AVENUE — AUSTIN, TEXAS

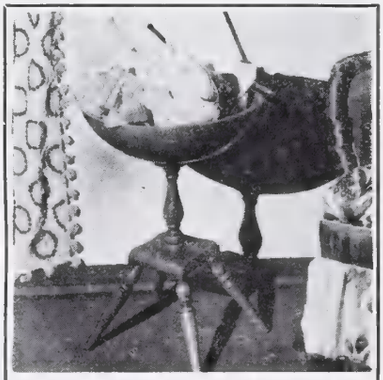


Have A Coke?

Here's a real "Coke" Fountain for youngsters of all ages. They will be thrilled dispensing drinks for themselves and friends. Easy to work, smallest child can use it; dispenses directly from concealed "Coke" bottle, will not spill or leak. True replica of soda fountain dispenser; made of sturdy "Coke" red plastic, 6" x 9" x 10", with two small plastic glasses. $3.50

No C.O.D.'s. Write for free catalogue. plus 25c postage

Rhea McAllaster Dept. HB11, 113 East 39th Street, New York 16, N.Y.

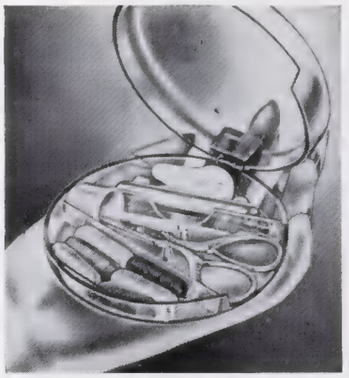


COLONIAL KNITTING BOWL

The storied charm of Early American days lives in this quaintly designed knitting bowl. Fashioned by craftsmen for enduring beauty and steady-legged service. Ideal, too, in den or rumpus room to hold odds and ends. Made from selected hardwoods and hand-rubbed to a rich mahogany or antique maple finish. Smooth, deep bowl is 15" in diameter; overall height, 21". Makes wonderful gift. Please state finish wanted. Prompt delivery.

Only $14.95 Prepaid
Sorry, no C.O.D.'s

TEMPLETON CRAFTSMEN
Dept. 40 — Templeton, Mass.



SEW YOU'RE TRAVELING to Florida for a few weeks of sunny relaxation, to Nassau for a dream vacation. Then take the Stitchette tripping with you. Made of jewel-tone plastic in ruby or amber, it comes with scissors, six thread bobbins in essential shades, needle threader and thimble. With your initials gold-stamped, it's $2 ppd. 12 extra refill bobbins, 50¢. No c.o.d.'s. Majestic Gifts, 915 N. La Cienega, Hollywood 46, Cal.



IMPORTED PRESERVES. They'll be a delicious jam session on your breakfast table if you serve these Chiver's English preserves. And the gift assortment of six one-pound jars would be a wonderful present for any sweet-toothed family. There's tangy Seville Orange Marmalade, Stoneless Damson Plum, whole Strawberry preserve, and delicious Green Gage. $3.95 ppd. King Sales, 317 W. 45th St., New York.



CANDLE COLLARS. Slip these over your candles, plant them with pale pink carnations or gleaming holly leaves spiked with red berries, and you'll have a dinner table that will do you proud. Use them, too, filled with Christmas greens, to garland red candles on the mantel. Made of clear plastic, they're just $1.25 the pair, ppd. You can order them from The Caryl Co., 202 Saratoga Ave., Yonkers 5, N. Y.

(*Continued on page* 105)

Personalized Ties



HAND PAINTED TO ORDER

- *His Favorite Sport.* We'll hand paint any subject or design on finest fabric. Choice—horses, boating, fishing, golf, etc. **Only $6.50.**
- *His Signature.* His own name beautifully hand painted on distinctive all-over design. Viewed the long way—a striking design—turned sideways—his own name. **Only $6.00.**
- *His Monogram.* His monogram distinctively hand lettered on beautiful material. **Only $4.50.**

State 2 color choices and print names or initials desired—Send check or money order to:

WILFRED STUDIOS
118 Longhill St. Springfield, Mass.

BIRD LOVERS

Help Save Our Feathered Friends



The Original All-Metal Hanging Bird Feeder

Birds will come flocking to your garden if you have this feeder. It is automatic and all metal with a 14" canopy. Protect the Birds from Cats and other Bird Enemies.

Approved by Audubon Society

Neat—Emerald Green Enamel—

$4.95 Postpaid U. S. A.

CHAS. M. MITCHELL
South Lancaster, Mass.

Reproductions By Mail



Gay Quality

Select our "Gloria" chair to dress up your bedroom or powder room. Attractive channel-back and full coil spring seat, for beauty and comfort. Upholstered in gay vat-dyed cotton sailcloth, either forest green, flame red or Chartreuse. Price—$31.50 each or $61.00 for a pair. In muslin or you may send us your material $27.50 each. (Send 3 yds. of 36" or 4 yds. of 50"). Height 27"; Width 28"; Depth 19". Send check or money order. No C.O.D.'s. Express charges are collect. SATISFACTION GUARANTEED. Also, send 10c for your copy of "A Selection of Chairs".

The Chair Shop
Box 220 Hickory, N.C.



COLORFUL SCARVES FROM INDIA FOR YOUR BRIGHTEST XMAS GIFT

Sheerest gossamer silk with rich highlights of gold thread. Beautiful as a scarf, an ascot, a cummerbund—in countless ways suggested by their glowing colors and near-magical buoyancy. A few hundred especially imported for Christmas—only $4 each, ppd. in U.S.A., sorry no C.O.D.s. Please state two color choices: white, lt. green, orchid, lt. blue, pink, purple, blue-green, red, blue, black. **LANG'S** Arts, Antiques, & Imports (Dept. H), 656 Lothrop Avenue, Detroit 2, Michigan.



Modern candelabra 22.50 each



Sugar, creamer 14.75 ea. Tray 10.00



Tall candlesticks 11.75 each



Tall salts, peppers 5.50 ea. Small 2.50 ea.



Bread tray 12.50



5-piece place setting, Regal, 10.45



Fruit bowl 27.50



Large shell dish 17.50. Ashtray 2.00



Soup or punch ladles 10.00 ea.



Compote 15.00. Bonbon dish 9.50



5-piece place setting, Empress, 10.45



Sandwich tray 12.50

Golden-hued Dirilyte Gifts



Like sunshine on your table Dirilyte is always exquisite. It is correct with fine china or simple pottery, with formal damask or informal place mats.

Guaranteed by Good Housekeeping

Dirilyte is solid, as shown by this knife cut in half. *Every piece of Dirilyte is solid!* Every Dirilyte service is accompanied by the LIFETIME GUARANTEE illustrated.

TABLEWARE THAT'S MANY WAYS MORE WONDERFUL!

Dirilyte is a wonderful gift. It is one of the most enthusiastically accepted innovations of the age — a tableware with extraordinary beauty and heirloom qualities at a moderate price. It has many advantages over oldstyle flatware and hollow-ware. in addition to its sunshine-color. Dirilyte tableware is absolutely solid—the warm. golden color can't wear off. Dirilyte is harder than silver, more scratch-resistant. and it can even survive furnace heat! It will grace the home of those to whom you give it for many. many years. Combining such dazzling loveliness with great durability at a moderate price. Dirilyte is a dream-come-true!

NO FEDERAL TAX ON DIRILYTE

Luxurious as it is, Dirilyte is so moderately priced it bears no "luxury tax"! A solid Dirilyte service—26 pieces for six people—is only $54.95 (with chest $64.75). Dirilyte patterns are permanent. *They will always be available.* Give dramatically — give Dirilyte!

DIRILYTE CO. OF AMERICA INC. • KOKOMO, IND. • 1 WEST 34th, NEW YORK • 527 WEST 7th, LOS ANGELES



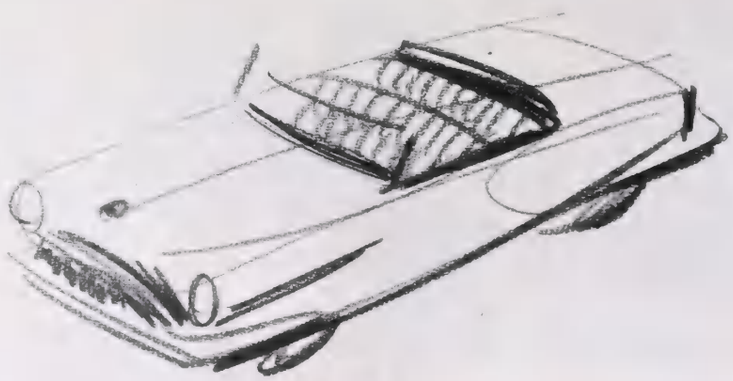
Dept. P2, Dirilyte Co. of America Inc., Kokomo, Ind.
Here is 10c. Please send me your colorful booklet "How To Set A Beautiful Table with Golden-hued Dirilyte", and the name of my nearest Dirilyte Dealer.

Name .....

Address .....

nothing takes the place of genuine leather for distinction and durability





Fine furniture and fine automobiles are truly fine when upholstered in Genuine Leather, for no other material confers such distinction and durability . . . offers so much pleasure in its use . . . so much pride in its possession. Genuine Leather is more than worth its extra cost.

THE UPHOLSTERY LEATHER GROUP
TANNERS' COUNCIL OF AMERICA
100 GOLD STREET, NEW YORK 7, N. Y.



Gail Patrick picks lovely, livable Wunda Weve for her library, living room, dining room and den.

Fashion Your Home in Beauty

. . . with new and different Wunda Weve



Wunda Weve is easy to vacuum, it's mothproof, and wears as well as fine wool broadloom. The pile is woven through the back and double locked for double durability.

Now, give your home a fresh, new kind of charm with that wonderful, wearable Wunda Weve.

Treat yourself to the beauty of the newest fashion in floor coverings, loom woven Wunda Weve in subtly combinable colors.

Here are rich, new colors to underline your decorating scheme, as Gail Patrick does. Fabulous texture to flatter your furniture with the velvety softness of luxurious cut pile. And the ever-changing pattern of random high lights and shadows adds a friendly warmth of welcome to formal and favorite rooms.

Make your choice of Wunda Weve in the size that's right for you. Choose from room size rugs, wall-to-wall carpets, rounds, ovals or scatter sizes. For extra large or distinctively shaped rooms, you can order Wunda Weve to fit. Sensibly priced at leading rug departments everywhere.



Wunda Weve is colorfast. It cleans like a dream. You can vacuum it, shampoo it on the floor, dry clean it, or send it to the laundry at low bulk rates.



FREE! Copy of our beautiful full color booklet of room settings. Write Belrug Mills, Inc., 200-A River St., Greenville, S. C.

WUNDA WEVE

Stunning new decorator colors—Chartreuse, Cinnamon, Dusty Rose, Magic Blue, Fairy Green, Forest Green, Muted Beige, Ancient Ivory, Dove Gray, Taupe Gray, Wood Rose, Cherry Red, Gold.

REPLACEMENT OR REFUND OF MONEY ★ Guaranteed by Housekeeping IF NOT AS ADVERTISED THEREIN

Luxury Loomed Colorful Cotton Carpets • BELRUG MILLS, INC., Greenville, S.C., New York, N.Y.



Magnificent to give... or to get

WOULDN'T YOU LOVE to get this big, beautiful box of Martex towels ...and wouldn't *every* woman on your Christmas list! You know there's nothing quite like Martex for all-around quality—for soft, absorbent texture, lovely colors, and most important, for the long wear that has made the name Martex famous for generations. Your favorite store has a wide variety of Martex towels priced from around $1 to $3.50. Martex gift boxes from around $2 to $10.

Martex Towels

THEY DO WEAR LONGER

and Martex brings you the smartest, most glamorous gift boxes of the season...



MARTEX TOWELS — A PRODUCT OF WEST POINT MANUFACTURING COMPANY • WELLINGTON SEARS COMPANY • SELLING AGENTS • 65 WORTH ST., NEW YORK 13, NEW YORK

Window Shopping

CONTINUED FROM PAGE 100



THE ROCKS. Whiskey ice is fast becoming the popular "cocktail" in the ntry. Here. then. is your "On Rocks" glass. As sophisticated as free of "gingerbread" as drink it serves. it's made of r glass in the Old Fashioned . engraved with a ship floun- ng on the rocks. $12.50 for ppd. The Treasure Chest. sconset, Nantucket, Mass.



WDER ROOM STARS. ky Terry-Tips are a welcome ef from the freshly ironed n show-offs that usually ban- the guest towel rod. Made by dcrest. these are pretty enough the women. rugged enough for men. A gift box of 4 towels assorted colors comes with a st-size crown bar of Prince chabelli's Abano soap. $2 ppd. wbridge & Clothier. Market & Sts., Philadelphia. Pa.



PETAL POUCH

A flat little pouch, 3 inches in diameter, resembles a flower folded at dusk. To open it you just squeeze the sides slightly and presto —there's your bus fare or newspaper change without fumbling or groping. Everyone in the family can use one. Wonderful for XMAS gifts. Genuine leather with alligator or lizard finish. Red, brown or black.

JUST $1.00 postpaid

Mail Orders Only *Send for Catalog*

ELIZABETH McCAFFREY
200 West 16th St. Dept. B
New York 11, N. Y.



Tuck Christmas in her Christmas Stocking

Fresh, Piney Fragrance of Pine Bath Oil, A Reminder of Christmas (and You).

Mmmmmm . . . relax in the warm, soothing luxury of a fragrant, piney bath. Wonderfully exhilarating—a few drops of Pine Bath Oil softens, perfumes the water with the fresh, woodsy aroma of Northern Forests. Leaves your skin satin-smooth, glowing. And the man of the family will love it, too.

Gift packaged to delight the eye.

4 oz. *$1.50 (Incl. Fed. Tax)*

No C.O.D.'s please.

PINE BATH OIL

From: Celeste Carlyle Cosmetics
10226 S. State Street
Chicago 28, Illinois



CIGARETTE BAR

That shows you at a glance the status of your smoke supply, has a cut-out cigarette scroll, holds a full carton. 2 sizes—regular or king. Carved from blond maple, Tell-a-Smoke has your initial or a Scottie dog in walnut finish. Tack one with your brand on the dinette wall, set another on your husband's desk stocked with his favorite.

$1.50 ppd.

SCROLL WOOD ARTS SHOP
Dept. H-1
411 S. 2nd St. St. Charles, Ill.

Monogrammed Twin Robes



Mighty good looking are these loungewise, fine rayon washable gabardine robes tailored just right. New shawl collar and smart satin cord trim. 3-letter embroidered monogram matches trim color on a clever button-in flap.

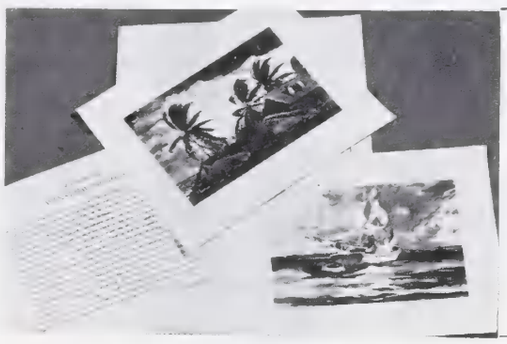


For Him: Navy with Red trim, Maroon with White, Gray with Red. Sizes 36-44, $15.75 monogrammed.

For Her: Rosedust with Blue binding, Flame with White, Blue with Pink. Sizes 10-20, $15.75 monogrammed.

Order Before November 25th
For Christmas Delivery
Add. 50c PP and Ins. each
Sorry, No CODs

Franklin-Bayer
THE LINEN SHOP, INC
630 N. MICHIGAN AVE. • CHICAGO 11, ILL.



WINSLOW HOMER PORTFOLIO... *for* LOVERS OF BEAUTY

Brilliant tropical colors gorgeously portrayed in this portfolio of six water color reproductions. Remarkably priced at $5.00

plus .50 postage

Catalogue on request

LEXINGTON ART
960 Lexington Ave., N. Y.

FOR A "CREATIVE" CHRISTMAS



House of Locks

An all-wood house with 3 types of locks and varied shaped blocks to teach shape discrimination and provide experience with hardware. 12" high in gay green and red. For mechanically inclined youngsters.

$5.50 postpaid



2 in 1 Tricycle & Trailer

Make your child's first bike a more dramatic plaything . . . allows him to carry dirt, tow your groceries, transport his other toys from place to place. All sturdy steel in bright red and white, rubber tires. For child from 2 to 5 years. **$8.95**

express collect
no C.O.D.



Artist's 2-in-1 Easel-Blackboard

Wood painting board on one side and masonite blackboard on the other . . . adjustable to grow with child from 2 to 16 . . . can provide activity for two busy young creators at once. 18" x 24" boards. Shipped express collect **$9.95**

Paints, brushes, paper, chalk and eraser **$3.50**



"Daniel Boone" Cap!

Genuine raccoon fur hat with a real removable raccoon tail and woolen earlaps for real cold weather dress up. Sizes from tiny tots to adults. State size. **$4.50 postpaid**

Creative Playthings, Inc. **867A Madison Ave., N. Y. 21, N. Y.**

Clip this coupon and Mail today
Creative Playthings, 867A Madison Ave., New York 21, N. Y.
Gentlemen: Please send your 1950 catalog listing 300 educator approved gifts of lasting play value.

NAME_____
STREET_____
CITY_____ STATE_____



Magnificent Ironstone China

Collectors' Items to Cherish Through the Years!

Classically sculptured Ironstone China highly esteemed for its white purity and timeless beauty! A striking accent in any setting, each hallmarked reproduction is in the perfect hostess tradition—keeps hot dishes really hot. Exquisite collectors' items, each piece makes a distinguished gift!



Soup Tureen 11" x 12½", holds 3 qts. $12.95
Medium Tureen 7" x 7", for gravy, sauces, $5.00
Miniature Tureen 4" x 4", for mustard, jelly, relish, etc. $3.25



Covered Vegetable Dish, 8" high, 10" wide $9.25
Tea ⁄ Coffee Pot, 10½" high $9.50
Covered Sugar and Creamer, each 5" high . . . . . $8.50 pair

Not Illustrated:

Covered Chocolate Pot	$8.50
Gravy Boat with Ladle	5.50
Punch Bowl with Ladle	24.95
Punch Cups—$2.00 each . . . . . set of 8	15.00
Small Service Platter, 12" x 7"	2.00

All shipped postpaid *Write for catalogue*

New Marlboro Stage

Jenifer House

GREAT BARRINGTON, MASS.



HITCH THOSE TROUSERS TO A STAR!

Monogrammed suspenders, a gift he'd choose for himself. These are especially good looking and are beautifully made of famous Barathea with fine leather tabs and adjustable buckles. Distinctive, large 3-letter monogram — black on white suspenders, white on black, red on gray, white on maroon and blue. For formal wear, we suggest white with black monogram. *Regular* **$6.75** monogrammed. *Extra long* **$7.45** monogrammed

ORDER BEFORE NOVEMBER 25TH
FOR CHRISTMAS DELIVERY
25c P.P. and Ins. Sorry, No COD'S

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THE LINEN SHOP, INC.
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f r a n k l i n b a y e r



"BLACK FOREST" CUCKOO CLOCK

- *GUARANTEED FOR LIFE*
- FINEST IMPORTED CUCKOO CLOCK
- SPECIALLY DEEP HAND CARVED WITH SWINGING DOOR
- LIFE-LIKE BIRD CUCKOOS EXACT TIME HOURLY
- SIZE 22½" x 14" — DOUBLE WEIGHT-WINDING CHAIN

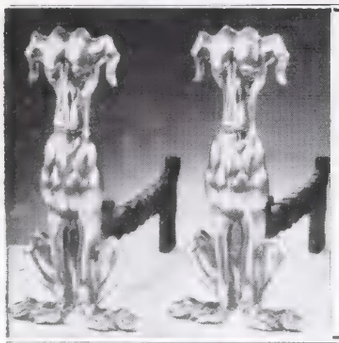
$49.95 Postpaid
Tax Included

A GIFT THAT LASTS FROM GENERATION TO GENERATION!

Sorry, No C.O.D.'s

Send for FREE Cuckoo Clock Catalog!

SALLY GRAYE
80 EAST 11th STREET, DEPT. 33, NEW YORK 3, N. Y.



FAITHFUL HOUND DOGS—Andirons

This handsome pair of hounds will take very seriously the job of guarding your hearth. Made from a very old American pattern, they are available in two sizes.

18" High with adjustable log rests weight 47 pounds
SOLID BRASS DOGS $29.95
Cast Iron, Black satin finish 19.95
26" High with adjustable log rests weight 90 pounds
Solid Brass Dogs $99.50
Cast Iron Black satin finish 59.50
DOOR Knocker Hound Dog solid brass 6" Tall $2.95

Catalog other sizes 12 cents Transportation Collect

Tennessee Chromium Plating Co.
206 Louise Avenue N. Nashville 5, Tennessee



Space-Saving NEST OF TABLES

Designed for modern living. Compact nest of tables gives you three handy hostesses for serving when company calls. Sturdily built, each handsome, glass-top table is made from choice, New York State solid cherry. Hand-rubbed to smooth, alcohol-resistant, satin finish in rich mahogany or natural light cherry. Largest table 12" x 15" x 22" high. $23.95 (add 50¢ west of Mississippi) Money-back guarantee. Sorry, no C.O.D.'s.

Send check or money order now to

JOHN HAND—THE RUG MAN
458 S. Salina St. Syracuse, N. Y.



Window

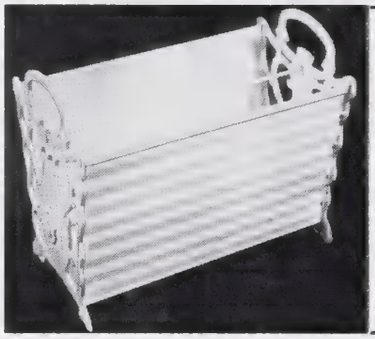


YOUR NAME IN LIGHT

Don't play hide-and-seek wh your friends try to find your hous but make it easy for them planting this house marker your entrance. Your name w catch the car's headlights and the world know where you a Solid California redwood si and stake. $1.25 ppd. Add 3 for each reflector letter or num al. Abbey Decorative Produc Pleasant Valley, New York.



WHAT A BIG GIRL YO ARE! Almost as tall as h proud Mommie, this young Am zon must have been eating l of spinach because she stands good 27 inches high. With plastic face and stuffed body, h name is Sunbonnet Sal, and sh eye-catchingly dressed in a pol dot outfit. $3.98 ppd. Bingham 509 Fifth Ave., New York, N.



Unusual Magazine Rack in Aluminum

This is something different in magazine racks. Its ends carry the design of an antique vase in outline with a coat of arms in relief. Painted in white and antique green.

Only $12.50

Send check or money order. Express charges will be collected on delivery.

J. F. DAY & CO.
1901 Fourth Ave., S.
Birmingham, Ala.



A superb shoebag, light weight. You can quickly remove shoe compartment and have roomy carry-all bag. In brown duck or tan canvas with suntan cowhide trim; Scotch plaid with black leather trim. Holds 6 or 12 pairs of shoes. 6 Pairs, 1¾ lbs., $24.00; 12 Pairs, 4½ lbs., $39.00. Prepaid, tax included.

T. ANTHONY
specialists in luggage
Dept. HBN • 751 MADISON AVENUE • N. Y. 21, N. Y.



Distinctive Crest Car Keys

Here are keys to the "Christmas Gift" prob lem—skillfully crafted and beautifully finished in Jeweler's Bronze and Nickel Silver—for trunk and ignition. Features the authentic crest of *one's own car.* Just the thing for those who take pride in their automobile.

Set of two crest keys in gift box . . $3.50
Crest key chain in Nickel finish . . . $2.00

(both tax-free and postpaid)

Important: Specify make and year of automobile

Zenith Gifts

P.O. Box 238 GPO New York 1, N. Y.

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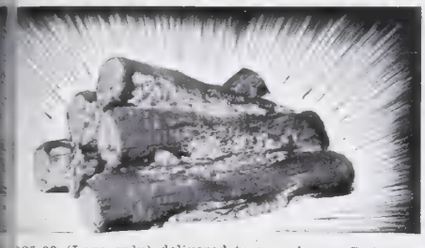


LITTLE HOT HOUSE is ay show window for your n-thumb house plants. Made ear plastic. it is scientifically ilated to provide proper con- of temperature and moisture. tiny clay pots have artificial ts. but you'll use it to watch things grow—like dwarf ivy. ley. herbs. 8" x 5¾" x 5½" \$5.95 ppd. Berkshire Hills . Box 33. No. Adams. Mass.



RY SPECIAL INDEED! new "1847" Daffodil pattern lver plate is being launched a remarkable introductory . To give you a chance to see lovely it is. this cold meat and salad serving spoon is d at just \$2.50. This is for ited time. and then they go eir normal price of \$6. Post- from House of LeWitt. Le- Building. New Britain, Conn.





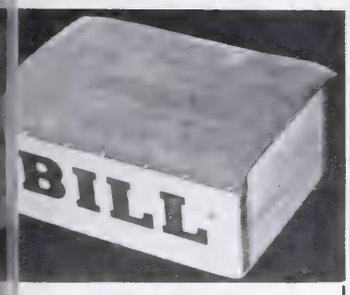
\$25.00 (Logs only) delivered to your home. Duty payable eipt approx. \$3.50. Size 22 in. x 12 in. x 9½ in. high. tts. Checks (crossed "Barclays Bank Ltd.") direct to:—

BELLING & CO. LIMITED
GE WORKS, ENFIELD, MIDDLESEX, ENGLAND

This amazingly faithful electrical reproduction of burning oak logs will charm your family and intrigue your friends. Touch a switch and at once your hearth is alive with good cheer — without fuss or ashes.
Here is the heartwarming atmosphere of the traditional log fire, captured by craftsmen and presented with pride as a contribution towards gracious living.

Belling

Manufacturers of Electrical Appliances of Distinction since 1912



SEE SEAT

SEAT will solve one problem for . Designed to bring your child up 'looking-out" level in the car. No e scolding to "SIT DOWN" if he SEE SEAT. He will sit if he can . New peace of mind for you. safety and "seeability" for him.

any car—front or back seat. any boy or girl 2-10. Handy for too.

ural pine, padded seat covered in slip cinnamon corduroy, first name in and gold. \$3.95 ppd. No C.O.D.'s.

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Be Prepared . . . for Rain!



Stunning waterproof cowhide cylinder (red or green) 14" high, has convenient adjustable shoulder strap. Contains handsome plaid folding umbrella which opens to regulation size. Stowed away in case top are rubbers to fit any size ladies shoes. \$17.50.

Please specify color preferred, and add 35c for postage.

Send check or money order; no COD's

TERRACE YARN & GIFT SHOP
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WINCHESTER MASS.

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Handsome Brass From England

Superb solid brass pieces . . . true heirlooms of the future! Hand wrought by England's finest craftsmen, each piece is richly embossed and lacquered to prevent tarnishing. Elegant accessories for every home, they make unusual, impressive gifts!



SOLID BRASS WASTE-PAPER BASKET — depicting an Old English Tavern Scene. Stands 14" high, 9" in diameter . . . so watertight it can be used as a planter or flower container! Only \$10.95 postpaid.



LOG BOX—a strikingly decorative accent for every fireplace! Box is completely wood lined. Dashing Ship Scene also available. 20" long, just \$29.95 shipping charges collect.



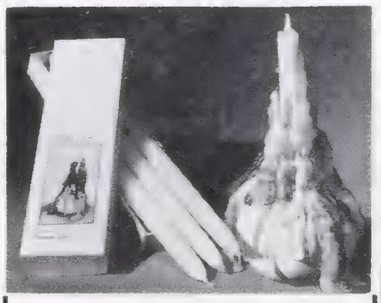
BIG BRASS PLAQUES— bring old-world charm into your home with these embossed scenic plaques of convivial folks! Large 25" plaque \$12.95 each; pair \$23.50.

Other sizes	each	pair
6" diam.		\$3.00
11" "	2.75	4.95
15" "	3.95	6.95
17" "	6.50	11.75

All Postpaid

Jenifer House

Send for Catalog
New Marlboro Stage
GREAT BARRINGTON, MASS.



For colorful Holidays . . .
MAGIC CANDLES!

Fascinate your friends when you burn these Magic Candles on holiday mantel or table. When lighted the pure white stems drip many brilliant colors for a striking, unusual effect. Burn candles in a bottle for rumpus room decoration. Unique Christmas gift, packaged three to a gift box. Postpaid \$1.15

Send remittance to:
THE SEA CAPTAIN'S CHEST
Fisherman's Wharf
San Francisco 11, Calif.
Send for free catalog of unusual gifts



BAMBOO PLACE MATS

in natural colors made of fine toothpick bamboo sticks. 12"x18". An ideal year around gift item.

Set of 8 \$1.95 2 Sets for \$3.50 POSTPAID

BRASS TEA POT STANDS

Gleaming brass tea tiles imported from China. A decorative and useful gift of good taste for yourself and for your tea and coffee drinking friends. Choice of round or square or both. 5" diameter.

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CLOTHES MARKER

Easy to write or print with NEW Cartridge Marker. No messy filling—definitely not an ordinary pen. Cartridge contains secret formula fast-color ink. Personalize garments, laundry, etc; prevent mix-ups and losses. Quickly identify double from single sheets; date-mark linens to check wearing qualities. Can be used on wool, cotton, rayon, leather, etc. Won't blot, smudge, bleed or feather. LABORATORY TESTED . . . resists repeated laundering, cleaning, sun and wear. Eliminates tedious sewing or ironing of tapes.

Complete with extra Cartridge **\$1.50** Additional Cartridges **3 for \$1.00**

Satisfaction Guaranteed. No C. O. D.'s please

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Your Child's Name

on this adorable dress made of finest sanforized Bates & Stoffel broadcloth. Any little Miss would love this "name dress" with her own first name scattered on it.

NAMES EMBROIDERED TO LAST LIFETIME OF DRESS.
CHOICE OF SWEETHEART NECK OR ROUND COLLAR.
FULL SKIRT, 3" WIDE HEM, FULL PUFFED SLEEVES.
FRENCH PIPING, ½ WAY BUTTON BACK WITH TIE.

Comes in color combinations of:
- Kelly Green with Maize trim
- Bright Red with White trim
- ★ Cinnamon Brown with Maize trim
- Royal Blue with White trim

Sizes 2-3-4-5-6 . . . **\$6.95** *postpaid* Sizes: 7-8-10-12 . . . **\$8.95** *postpaid*
State size, style, color, name, plainly (No C.O.D.'s)
ANOTHER EXCLUSIVE FROM IMMEDIATE DELIVERY



PeeWee House CULVER CITY 31, CALIF.



MAGNIFICENT MATCHING ACCESSORIES

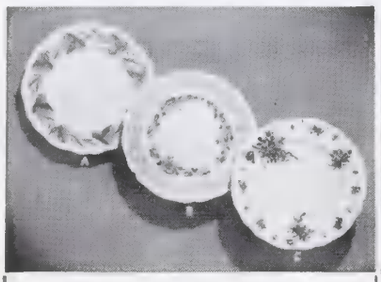
Impressive pieces that add subtle distinction to livingroom, foyer or study. Carefully hand crafted in heavy gauge brass or copper, lavishly embossed with bands of solid brass and lacquered to prevent tarnishing, they boast the rich simplicity of true elegance, are superbly giftable.

Footed Waste Basket
Weight 5 lbs.; 12¼" high, top 9" x 12". **$16.50** plus 75¢ for sending; $1.00 West of Miss. Without feet, **$14.50** plus sending.

Umbrella Stand
8½" across top, 21" tall. **$19.50** shipping charges collect.

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7½" wide, 15½" long, 12½" high. **$18.75** plus 75¢ for sending.

Jenifer House — *Write for Catalog*
New Marlboro Stage
GREAT BARRINGTON, MASS.



Start Table Talk

Choose a distinctive pattern in Royal Doulton Englishware as a conversation piece for *your* table.

A. Hereford—dinner plates or tea cups & saucers, $20 doz.

B. Rhapsody—dinner plates or tea cups & saucers, $23.40 doz.

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In open stock. Plus shipping charges

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GOLDEN WHEAT FINISHED BIRCH

FIDDLE STOOL

A step stool or foot stool. Strongly made of hard birchwood. Unusual. Attractive. Fashioned by Lurelle Guild, noted designer. 15¾" long x 8¾" wide x 9" high. Satisfaction guaranteed or money refunded.

$4.95 *postpaid*
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World famous silver porcelain

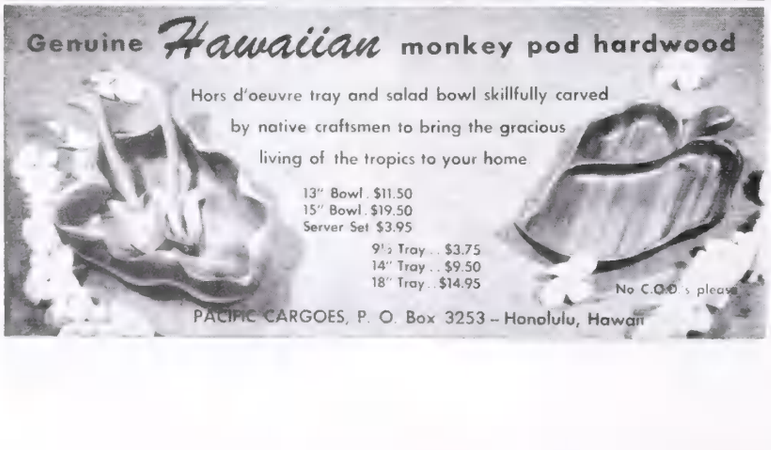
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13" Bowl . $11.50
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14" Tray . . $9.50
18" Tray . . $14.95

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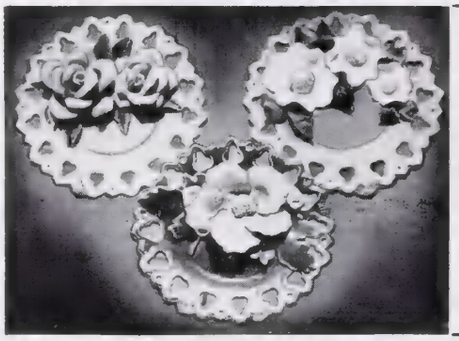
Windo



GREEN WITH IVY, the
ramic leghorns are a pair
crowing about. The swag
9" cock and his more mod
lady fair are planters with
day gaiety that will dress u
dinner table, mantel, windo
Fill them with philodendro
tumn pompons, or holly
$4.50 pr., ppd. The Barto
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pairs of shears do all many
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It's also a bottle opener,
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Ceramic Plat

Designed for pure decora
these charming ceramics will
color to many a wall and
Realistic ceramic flowers
against a background of simul
milk glass in brilliant Calif
colors—forest green, deep
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For FUN and FROLIC



- **SET OF 8 Durable Polystyrene COASTERS** — each with unique comic cartoon and catchy caption.
- **ONLY $1.50 per Set postpaid**
- **SET OF 8 STIRRERS to match**
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Both Sets gloriously gift boxed in gold, black and clear acetate.

At Your Favorite Store or Order Direct
Mail Your Order Today!
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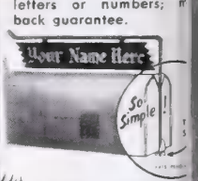
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NIGHT AND DA

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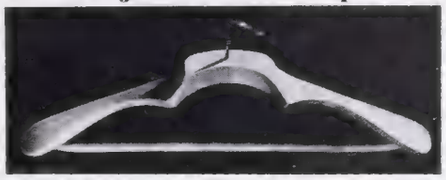


ISN'T CRICKET to expect ider—man, woman or child— take off his own boots. It's ch too hard. But with this ket boot-jack, it's almost as y as kicking off dancing nps. He's made of cast iron. you might station him at the rance, in your dressing room— n beside your hearth. 10" g. 4" wide. $4.95. F.o.b. J. F. & Co., 1901 Fourth Ave., th Birmingham, Alabama.



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Deluxe clear lacquered Swedish modern finish. Full 20" wide. Selected wood. Nickel plated hook. Extra length trouser rod.
3 for $5 ☐ 6 for $9 ☐ postpaid. *No. COD's, Please.* HB

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THE GIFT For a Gardener

Men and women gardeners . . . the friend who has everything . . . all wel- SPRINKLEZE. Sprinkles foliage or s roots only, waters odd shaped beds and ers. Connects to garden hose. Has one , two ▮ ft., two 13 ft. lines of 3/16 seal each with brass sprinkler. Any one be moved in operation, set at desired e. Light and durable, choice of red, or black. Give mailing uctions. We'll enclose gift and mail direct.

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only 8.75 complete unit

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NITEY-LIGHT
For the Children's Room



These appealing little figures in their Denton sleepers are as useful as they are ornamental. Their "candles" give sufficient illumination for diaper changes, night feedings or for older children to go to the bathroom; but not enough light to disturb slumber. Nitey-Lights are 10½" high, fashioned from durable Durex, artistically hand-painted in every detail. Boy has blue sleepers; Girl has pink. Furnished with standard 7-watt bulb, cord and switch. Satisfaction guaranteed.

$5.95 each **$10.75** a pair **Postpaid**
Check or M. O. No C.O.D.'s, please

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Carson Pirie Scott & co

Mail orders attentively filled. Express collect. Please allow three weeks for delivery.

Personalized Bath Set

in a choice of eleven decorator color combinations 4.95 set

Deep, close cotton chenille in a bath mat (20x35 in.) and lid cover set . . . individualized, and dramatized, with your name on one, your initial on the other.

Gold with grey
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Bath Rugs, sixth floor
Carson Pirie Scott & Co.
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Doll and Collectors Case

Are you a collector?—here is just what you're looking for! Or, what a marvelous gift for a collector friend!

Truly beautiful designing. Exquisite shell pink and pale blue, with oyster shell white trim. Clear, unbreakable plastic sliding front—keeps contents dust-free. 45"x28½". Legs for use on floor, hangers for use on wall. Greatest collector's case value! Your complete satisfaction guaranteed! Only $19.95, prepaid in U.S.A.

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NEW AND UNUSUAL

Martini Mixer
and stirrer

teapot-shaped,
both in glass.
A nice gift for
any host and hostess.

Price **$10.00**
Parcel Post Not Included

Alice H. Marks
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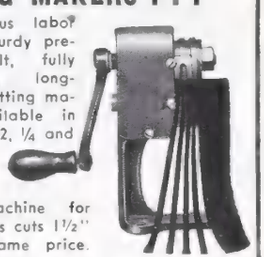
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Less coffee is required to attain perfect flavor when freshly ground. There is only one way to capture true coffee flavor—grind immediately before using. Adjustable to any grind—available in Natural Wood Lacquered, Blue and Red. Sturdy construction—grinders last indefinitely. Often used as a spice grinder.

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Save tedious labor with this sturdy precision built, fully guaranteed, long-life strip cutting machine. Available in ⅛, 3/32, 5/32, ¼ and 5/16, complete with clamp.

Similar machine for braided rugs cuts 1½" strips at same price.

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Not Just 2 or 3 Weeks' Cheer

These CYCLAMENS "BLOOM" ALL THROUGH the Year



You can have month after month of enjoyment from these Cyclamens for their fresh floral beauty and natural color fool even the experts.

This waxed "Gay Deceiver"* is a bountiful arrangement of full-blown Cyclamens that will brighten any room all year long. Flowers in white, light pink, dark pink or cherry red. ▮ flowers, 3 buds and profuse leaves. 4½" white pot. Plant 14" high. **$6.50** postpaid

Mail Orders Promptly Filled

Write today for your FREE Gay Deceiver CATALOGUE of other waxed flowers and plants.

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Whoopee! It's "HOWDY DOODY!"

TV and Comic Star "In Person"

It's 7th heaven for kiddies who get this authentic Howdy-Doody on Christmas morn! What fun they'll have with this freckle-nosed 17" marionette pal who walks, gestures, sits, stands, dances a jig — they work the strings. His mouth opens and closes! Comes boxed exclusively from Breck's by mail, with easy to follow instructions. A million dollars' worth of laughs! Order No. G942. **$3.49**



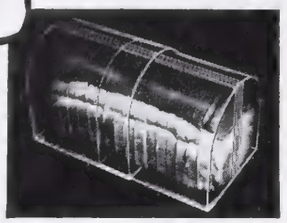
New Easy-to-see THERMOMETER

3¼" glass dial attaches anywhere on outside windowpanes—always visible. You look right through it. Big numbers, easy to read even 10 ft. away. Precision made, improved 1951 model—weather-proof and guaranteed. Boxed. Order several for gifts. Order No. G107. **$1.50**

For Fresh-to-the-last-slice Bread!

BREAD-SCOPE

Nothing crusty about this idea! Transparent plastic bread container—just the size of a full loaf—telescopes to six inches as the bread is used up. Keeps last slices as fresh and soft as the first. Order No. G593. **$1.95**



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RELIABLE SINCE 1818

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Serve-a-Slice

BREAD BUTLER

Let the Bread Butler solve your stale bread problem! Tests in actual day-by-day use show it keeps bread fresh, usable, delicious 2 weeks and longer. Serves only one slice at a time, rest of loaf remains in moisture-conditioned container. You'll be surprised how quickly it pays for itself with fresher bread and bread saving. Made of lustrous plastic, easy to clean.

Order by mail. Postpaid, only $2.95

Ward Phillips Co.

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PERSONALIZED HAND WOVEN BASKETS

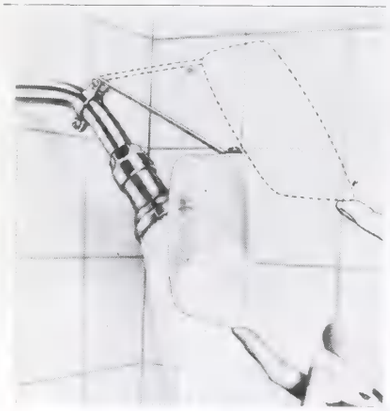
FOR THE TRICYCLE TRADE—miniature handle-bar baskets made of hand woven New England ash, high-lighted with Junior's (or Sister's) name, hand painted in 2 colors. Large enough (11" x6½"x6½") for toys or even a package or two of Mother's. (#HB58) $1.95 ppd.

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No C.O.D.'s Please

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SHOWER SHIELD

Keeps your hair dry. Adds comfort and safety to your shower. ★ *Lower it to keep spray off hair or body.* ★ *Turn it to keep spray off wall or curtain.* Clear plastic shield. Easily attached to all standard showers.

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Only $1.00 Postpaid
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For large dogs . . 28" x 36" **$4.95** POSTPAID

15"x28" **ONLY $2.95** post paid

Very Economical!

Flea-no-mat

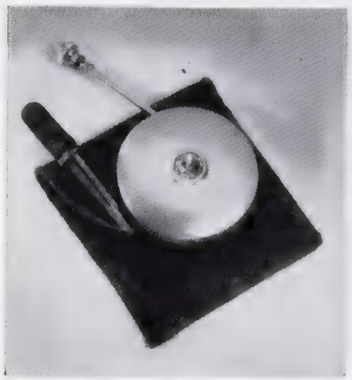
kills insects—stops dog odor!

Use this revolutionary, chemically treated mat on regular bed of pet, or separately—rids cats or dogs of fleas, ticks, nits. Pleasant, clean odor counteracts animal smell. Kennel-tested by veterinarians. **Order today—money back guarantee!** Check or Money Order

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Manufacturer
P. O. BOX 1143-43, DALLAS, TEXAS



Windo



THIS MAKES SCENTS. all the purse-size perfume flac we've seen, this is the best. gold plated and set with brilli French stones, it holds *2 dra* The shape is heaven—a li larger than a silver dollar. s as a good watch—and the "wat stem" is the applicator. Guar teed leakproof. $3.95 includ tax and postage. "From Cali nia." Ltd. 2740 N. Beachw Dr., Los Angeles 28, Calif.



MUSICAL SANTA. He's s a jolly old elf that you'll la when you see him, in spite yourself. He's dressed in a corduroy suit, carries a gr velveteen pack, and little sle bells jingle merrily from the p of his cap, the toes of his bo The Swiss music box in tummy plays "Jingle Bells" "White Christmas." Gift pack 14". $8.95 plus 25¢ post. H Shopper, Box 48B, Berwyn,

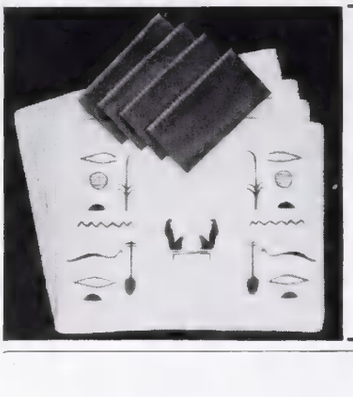


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initial on hand wrought burnishe copper wastebasket and letter baske are smart accessories for his des Wastebasket 14" high, 9½" ov diameter. $12.50. Letter basket 5 high, 7½" wide. $5.00. Print desire initials clearly on order. 1 week de livery. Postpaid. No C.O.D.'s.

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PURE IMPORTED BELGIAN LINE

egyptian Place Mat

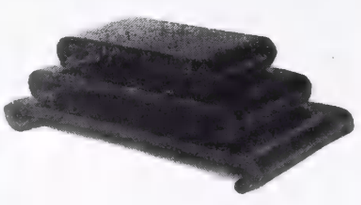
Exclusively ours by BOE FABRICS

Add sophistication to your table settings . . sparkle to your conversation! You and the m "difficult to please" on your Xmas list will thrilled with these ultra-magnificent place ma hand printed in royal blue or forest green w solid color matching napkins. Perfect too, for brid new homeowners, hostess gifts, or the boss' wif 8 piece service for four **$8.95** *postpaid.*

Send check or money order.

JOMAR ASSOCIATES

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BASES FOR VASE

Dull Black

For home lovers who arrang flowers—a gift for constant us

$3.88 the set of three postpai

Hardwood 4" x 6", 5" x 8", 6" x 10" approx.

Georgia Curtis, Fairfield, Connecticu

Shopping



THE COOKIE HOUSE, straight from Hansel's and Gretel's adventure with the Witch, is a ceramic wonderland for hungry children. The "ginger snap" roof lifts off for easy raiding. A pink cat guards the red door. And green trees with brown candies grow along the side. 7" wide. 6" high. $5.75 ppd. No c.o.d.'s. From Florence Brett, 857 Oneonta Drive, South Pasadena, California.



IT'S A TIE that will earn you a kiss under the mistletoe, because even the most conservative man is proud of his monogram. Made of silk barathea, and lined, it comes in navy, maroon, brown, green, royal blue, or gray. The 2-letter monogram is appliquéd in contrasting color. Just $3 postpaid. Britton Cravats, 916 Chestnut St., Philadelphia, Pa.



NEW **Timothy Gee TOY BOOKS**

COMMENDED PARENTS' MAGAZINE

For Every Child Under 6

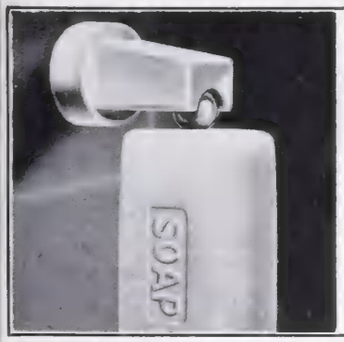
These durable toy books hold the interest of pre-school children. Teach Alphabet, Reading, Color, Spelling, names of objects and animals. Child size (small to fit tiny hands) and child proof (take very rough handling). Smooth varnished pages easy to clean and tough plastic binding holds pages firmly — lets them lie flat.

SET OF 3, Alpha, Animal, and Objects, in neat plastic gift package, **$1.50** postpaid.

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CELCO CORPORATION, 1635-55 Tenth St., Santa Monica 11, Calif.





MAGIC GRIPPER ENDS MESSY SOAP

Edger's modern Magnetic Gripper keeps soap handy, high and dry. Easy to install on any surface. Hidden, permanent Alnico magnet in plastic wall-hanger attracts and holds ball-headed-stem which inserts easily in your favorite soap. Choice: White, Red or Black . . . attractively boxed. If requested, we'll gift-wrap with your card and mail to your gift list at no extra charge. Money-back guarantee.

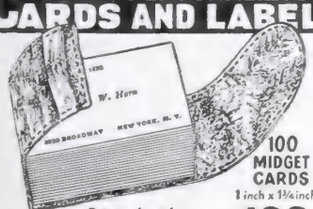
$2.00 ea. postpaid.

EDGER'S

Dept. 60-B

4540 W. Broadway, Louisville 11, Ky.

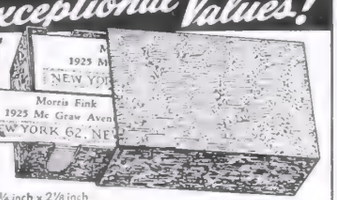
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100 MIDGET CARDS 1 inch x 1¾ inch

Printed with your name, address and phone. Packed in a genuine leather case. $1.00 COMPLETE

HANDY and USEFUL



250 *Deluxe* **LABELS** ⅝ inch x 2⅛ inch

Printed in 2 colors with your name and address on gummed paper. Packed in a beautiful plastic case. $1.50 COMPLETE

Just send check or money-order when ordering. Print name and address. We pay the postage.

IRMA WEDDIGE 3920 BROADWAY, NEW YORK 32, N.Y.

GIFT OF THE YEAR!

Improved Wonder Wand CAR and Home WASHER

with New DUROSTYRENE BRISTLE Fountain Brush

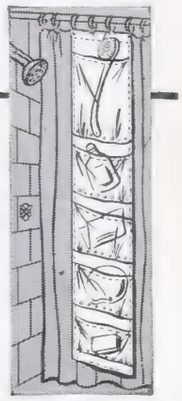


Saves time and $$$. Attaches to garden hose, washes car in 12 minutes! Pays for itself in 2 or 3 washings. Scrubs, soaks, rinses as it cleans. Newly improved—big soft fountain brush has non-matting Durostyrene Bristles! Sectional 4 ft. handle of featherlite aluminum alloy. Also cleans windows, walls, screens, floors. Order No. G914.

Separate replacement Brush Head, with the new Durostyrene Bristles. Order No. G915 . . . . . **$2.00**



STILL PRICED **$3.95** Postpaid No C.O.D.s



EVERLASTING CHRISTMAS TREE

Symbolic of the candle-burning Yule trees of old is this 14", non-tip table Christmas tree of green wrought iron. Nine 4-in. red candles burn safely in petal holders. Effective singly or in pairs. Order No. G623 . . . . . **$2.95**

Set of 18 extra candles for refills. Order No. G624 . . . . . **59c**



SHOWER AID

Hangs inside shower curtain on 2 plastic hooks (provided). 3 self-draining pockets hold bath brush, soap, wash cloth, shampoo, shower cap where needed. No bending or reaching—this new safety convenience prevents accidents! **Heavy duty, clear** plastic. Order No. G169 . . . . . **$1.00**

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RELIABLE SINCE 1818

BRECK'S 133rd XMAS

ORDER BY MAIL—POSTPAID

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NUTS 'N' BUTTS BOWL

Sturdy 8" crystal schooner with hand engraved lettering. Swell party helper serves snacks or holds loads of ashes and butts. Just $3.95 ppd. Please add 35c West of Miss.

Hickory-Dickory-Dock

Mouse Atop The Clock

Salts & Peppers



Cute 3" ceramic old-fashioned clock pours salt. Separate grey mouse perches on top and pours pepper.

Just **$1** postpaid per set

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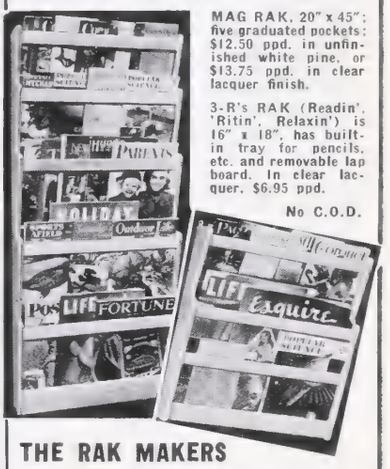
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2 Space-saving Magazine Racks *Which one do you want?*

Buy for yourself or as most acceptable gifts for Xmas, Anniversaries or Birthdays. (Send Gift Cards for enclosing) Hang on any wall or door. Each Rak holds many magazines, easy to select or replace.



MAG RAK, 20" x 45"; five graduated pockets; $12.50 ppd. in unfinished white pine, or $13.75 ppd. in clear lacquer finish.

3-R's RAK (Readin', 'Ritin', Relaxin') is 16" x 18", has built-in tray for pencils, etc. and removable lap board. In clear lacquer, $6.95 ppd.

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THE RAK MAKERS

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LITTLE WOMEN

Louisa May Alcott's beloved March Family come vividly alive in this delightful quintette, gowned in the elegance of their day. Of unbreakable china, hand painted and fired like Dresden, their bodies are pliable. Mrs. March is 12" high and the sisters are each 7".

Meg carries flowers; little Beth = music roll; Jo has a book, while Amy stands, pencil in hand. A rare and lovely gift for your favorite doll lover, young or grown-up. Gift Boxed. Postpaid.

THE LITTLE WOMEN, **$2.75** each

Mrs. March, $6.95

ELIZABETH McCAFFREY

200 West 16th St., New York 11, N. Y.

Send for our Xmas catalog



New Decorators Item

This new and unusual Cup, Saucer and Spoon holder for your priceless collection. Holds 12 cups & saucers and 15 spoons, either regular or demi-tasse. All hardwood with a hand rubbed finish, in either rich mahogany, or cape cod (red) maple, or antiqued salem (golden brown) maple, or natural (Blond) or Walnut. Measures 30" high, 25½" wide, 3" deep. Price **$17.50.** Express Collect. Please, no C.O.D.'s. (Cups, saucers and spoons not included.)

C. & T. ASSOCIATES

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Los Angeles 11, California.

Laundry's Light Carried Right



DAMP-CHAMP Super

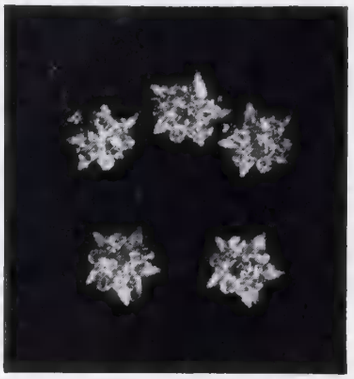
SHOULDER LAUNDRY BASKET AND SELF-DAMPENING IRONING BAG

swings from your shoulders and you swing through washday with a new energy, hands free for *balanced carrying*. *SUPER* hooks on line, eliminates stooping and bending. Stays clean, can't snag or stain. *Dampens clothes without sprinkling*, pour in water, clothes dampen evenly, stay iron-ready for days. Holds up to two machine loads. Made of heavy eight gauge vinyl, welded seams. Folds flat for storage. *SUPER DAMP-CHAMP*, Shoulder Laundry Basket and Self-Dampening Ironing Bag. $2.95

DAMP-CHAMP
Ironing Bag only, dampens clothes while you sleep. 18 x 36 inches, four gauge vinyl, welded seams. Blue, Green or Stainless Steel color. $1.50

Made and Guaranteed by
HUMPHREY-CALLANDER, INC.
618-34 W. ADAMS ST. • CLINTON, ILL.

Window



CHRISTMAS STARS, brilliant as diamonds in the sky, are made of sparkling first cut crystal and set in rhodium-finished silver. Wear the scatter pins with a black velvet dinner dress, with a white blouse. Fasten them around the band of a hat as flashing exclamation points. $2.25 each. Matching earrings, $5.50. Tax and postage incl. No c.o.d.'s. Glen Iris Studios, Box 86, Nyack, N. Y.



KEEPER OF THE KEYS. If you don't know about the Pat Key Keeper, you should. It's the handiest gadget to pin inside your purse—even on an absent-minded lady's lapel—we've seen. When you want your key, just pull the retractable key chain out. When you're through with it, it snaps back into its chrome-plated locket. Standard model $1; de luxe, $1.80. Tax & post. incl. M. C. Flynn, 4 E. 59th St., New York 22.

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franklin baker



TO GREET SANTA (and many a chilly morning)

for BOYS and GIRLS

They'll be warmly wrapped for that pre-dawn parade 'round the Christmas tree if their first gift is this corduroy swagger robe with first name script embroidered brightly across the back. Red with navy letters or blue with red letters. Sizes 3, 4, 6, 8x —$7.50; 7, 8, 10, 12, 14—$11.50. *ORDER BEFORE NOVEMBER 25TH FOR CHRISTMAS DELIVERY* 25c pp and ins. Sorry, no CODs

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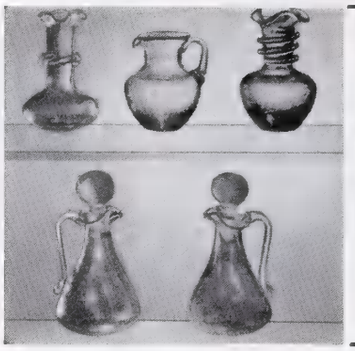
for the golfer on your list . . .
A GOLF BALL MARKER!

Avoid the confusion of ownership, eliminate fairway mixups with this simple, practical marking device. Just rotate the inked type bar over ball for clean, sharp, indelible impression! Plastic holder and bar of metal type with any name up to 18 letters. It's easy to use! Set with inked plug—$2.00

Deluxe set with bottle of Ballmark ink—$2.50

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SWEDISH CRACKLED GLASS

"lovely to own—gracious to give"

Hand Blown *Window Vases*

beautiful set of 3 decorative vases to compliment every room. Approx. 4" high. Mixed colors; Blue, Amber, Green. Only **$3.25** the set Ppd.

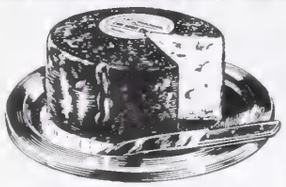
Hand Blown *Cruets*

lovely crystal crackled glass to enhance your table. Ideal for serving your salad condiments. Approx. 5" high. Only **$3.25** the pair Ppd.

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"WHERE DO YOU GET THIS WONDERFUL CHEESE!" my friends ask

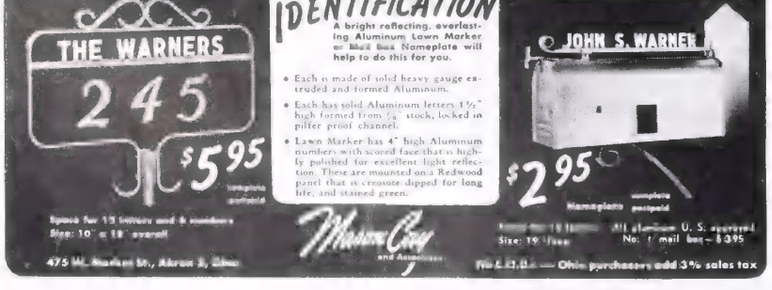


5 lb. Individual Cheese
$4.00 *postpaid. Perfect delivery guaranteed*
Add 50c west of Miss. 75c west of Denver. 3 lb. individual cheese $3.00 postpaid anywhere in U.S.A. Send check or money order to:

From the north country of New York State is my answer. These small individual cheese are soft-textured, moist, with a full ripened, rich flavor. Each one is made separately of full cream, whole milk, and aged to a mild tang. If you like your cheddar sharp—you age it safely because each is a complete cheese, heart and all. A PERFECT GIFT. Send for one today.

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312 Maple St., Potsdam, N. Y. • Established 1862

DAY and NIGHT. Your HOME needs IDENTIFICATION



A bright reflecting, everlasting Aluminum Lawn Marker or Mail Box Nameplate will help to do this for you.

- Each is made of solid heavy gauge extruded and formed Aluminum.
- Each has solid Aluminum letters 1½" high formed from ⅛" stock, locked in pilfer proof channel.
- Lawn Marker has 4" high Aluminum numbers with scored face that is highly polished for excellent light reflection. These are mounted on a Redwood panel that is creosote dipped for long life, and stained green.

Mason City and Associates

All aluminum U. S. approved No. 1 mail box—$3.95

Size: 19" long

Ohio purchasers add 3% sales tax

DRESS HIM UP FOR CHRISTMAS IN WHITE COWHIDE





OR FLASHY RED WITH WHITE NYLON STITCHING

FIT GUARANTEED FOR EVERY BREED



Handsome by day! Visible at night! Superb, custom-made radiant WHITE harness. Also flashy red, Kelly green, tan or black harnesses stitched in white nylon. Pet's name engraved on plate. Ruby red, green or blue costume jewelry stones. (Or plain.) Adjustable; fit tiny or large dogs. Beautifully lined. C.O.D. $3.50 plus postage; or send $3.50 we pay postage. Matching lead, $1.50. 10-ft. lead, $3.00. IMPORTANT: Take body girth at foreleg with string. Send string and pet's name.

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ROUND COLLARS WITH PADLOCK



Flashy red, radiant white, green, tan or black round cowhide collars stitched in white nylon. Padlock and pet's name on plate, $2.50. Matching cowhide lead, $1.50. FLAT military collars studded with high dome jewels, $2.50. Send string giving Exact neck girth and pet's name.

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Every child loves a rocker . . . and these are made "just like Granddad's" to give little folks that big folks feeling. Sturdily hand-made from mountain oak and ash; comfortable fiber seats. Approx. 24" high; seats 14½" wide. Children can't resist them; one of biggest sellers in our handcraft shop. Rocker, $3.50; straight chair, $3.00—or both only $5.50.

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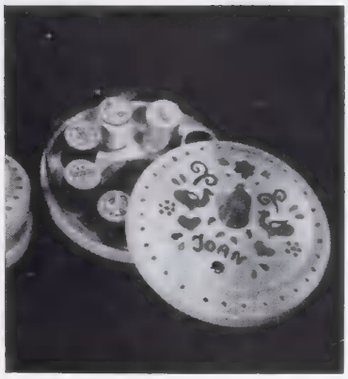
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LAUREL WOOD SHOP
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Shopping



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CHRISTMAS CANDLES. First of all, these beauties will stand up to 130° of heat without bending. Secondly, the colored wax decorations are enormously festive. Thirdly, the candles are delicately perfumed with a rare scent. And lastly, they burn slowly—about an inch an hour. In red or white, $3 the pair; $5.75 for 2 pairs. Ppd. Order from Dutch Treat Shop 5932-42A Germantown Ave., Philadelphia 44, Pa.





Abbey Day & Night Markers
made of
Solid Carved California Redwood
Attractive—Durable
Weather Resistant

Shipped complete with 24" ground stake and screws—ready to install.
Complete marker with up to five 2" reflector letters or numerals.....$3.50
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Extra 2" letters.....45c each
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No charge for punctuation marks.
Not sold in stores. Shipped postpaid by
ABBEY DECORATIVE PRODUCTS CO.
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IF GUNS ARE HIS TREASURE

He'll be delighted with this solid maple gun rack in warm, golden brown finish. Stands on floor, chest, desk or hangs on the wall to display his proud hobby to best advantage. Holds 4 guns. Just the gift that he would choose for himself. **Only $9.95**
Height: 38" Width: 22" Depth: 9"
Add 50c for postage and ins. WRITE FOR CATALOG
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THE LAND OF MAKE BELIEVE

Fantasy, pure fantasy—nursery rhyme characters superbly drawn and blended into a masterpiece of enchantment. Perfect for playroom or nursery. Children daily discover new delights in the drawings of "Humpty Dumpty", "Little Boy Blue", and over 50 other nursery rhyme favorites (8 colors, 37¼" x 26¼").

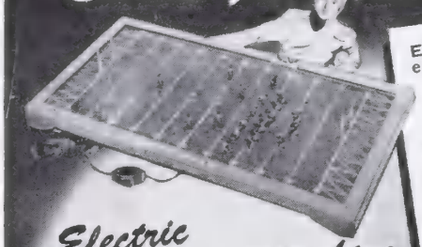
THE LAND OF MAKE BELIEVE ..... Map No. 62
In Colorful Mailing Tube..... Each $1.00
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44 pages of colorful maps. Delightful for wall decorations in every type of room or office. Children's Maps, Pirate Lore, Historical, Humorous and Religious Maps. Enclose 10c for mailing and handling.

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Exciting action game! By electric vibration, players "run" up and down the field. The ball is really "kicked" and "passed" by a special player. Big set includes 15" x 26" metal field with goal posts, 22 players, footballs, decals for marking players and instructions. Operates on AC. Order No. TB3460. Complete set, $5.98 Postpaid.

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Professional Models in MUSICAL INSTRUMENTS —at LOW PRICES



ARTHUR GODFREY UKE PLAYER

The FLAMINGO two-tone plastic UKULELE with Arthur Godfrey UKE attachment which makes it easy to play without taking lessons. 16 page "Songfest" Book, and felt pick included. All for—

$5.98 ppd.

PLAY, GYPSY, PLAY!



Everybody is singing and dancing to the ZITHER, the famous string instrument of the gypsies. Anyone can play this THIRD MAN HARDWOOD ZITHER SET: simple self-instructing 10 song chart sheets, pick, extra strings, and tuning key.

All for $5.98 ppd.
Send for 1951 edition of THE GIFT SHOPPER



JOE SMITH SALES COMPANY
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Ideal *GIFT!*



$3.95 Ppd. in U.S.A.

Combination Shoe-Shine Stool

So handy! So useful! Strong, braced, non-tip step-stool, foot-rest, "step" for kiddies in bathroom, at windows, as chair. Top raises to make perfect shoe-shine stool. Space inside for shining kit. Beautiful hand-rubbed maple or blond finish. Antiqued edges. Strong hinges and fastener. 13½"x7½"x7¾". Your money back promptly if not pleased. Makes ideal gift.

Only $3.95, Ppd. in U.S.A.

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For Covering:
Clocks, Figurines, Objets D'Art, Wedding Cake Ornaments
supplied with walnut or black wood bases.

5 x 7"	$5.00	6 x 10"	$7.50	10 x 12"	$15.00
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For 400-day clocks { 5½ x 11" (without base)..... $ 7.00
8 x 15" (without base)..... 14.00

Send Check or Money Order. No C.O.D.'S.
Express Charges Collect.

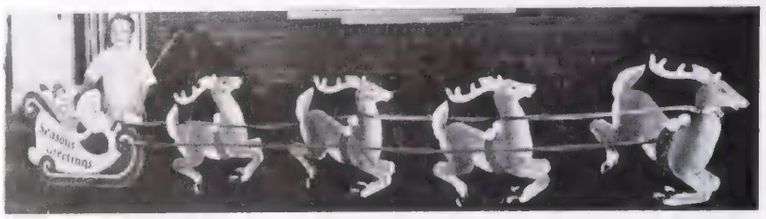
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LOOKS JUST LIKE ME

Your child's face, hand tinted, is the face on this fascinating doll created in Hollywood. See your child's actual personality reproduced on this amazing playmate. Send photo or snapshot (full face) giving color of eyes and hair. Photo returned intact along with sturdy stand-up twin doll, plus 2 complete paper wardrobes, 1 in full color, 1 for the child to color. Price—only $2.00 postpaid. Delivery in about 2 weeks. A perfect gift for keepsake. Delight your child NOW—order one for her TODAY.

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SANTA and REINDEER For Your Lawn.

Beautifully hand painted in full natural colors in oil on weatherproof wood. Red and Gold harness, stakes, whip and lighting equipment. It is a large display extending 15 feet. Will add a cheerful Christmas spirit to your home and neighborhood. $35.00 complete. Shipped express or parcel post. Shipping charges collect.

Send check or money order direct to

Leonard Brynolf Johnson Dept. C100, Smethport, Pa.



Colonial Trough Table

With Removable Metal Trays

Styled for freshness and lasting beauty, and sturdily constructed for a lifetime of service, this handy-dandy Colonial Trough Table solves a lot of problems! The deep twin troughs are custom fitted with removable, water-tight, rust-proof metal trays to hold lots of cracked ice for cold drinks. Or use it as a fernery, or to hold magazines, fruits, knitting, knickknacks, etc. Makes a grand catch-all table for the Rumpus Room. Top of table measures 18" x 13"; over-all height, 21". Finished in antique maple, or hand-rubbed mahogany and gold, or black and gold. Please state finish wanted.

Only **$14.95** *Prepaid (No C.O.D.'s, please)*

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PORTRAIT IN OILS ON CANVAS . . . $29.50



Lifelike portrait in oils, hand-painted on 14" x 18" canvas in sepia by professional portrait artists. Send snapshot or photo as model. Hundreds of appreciative patrons. Makes a treasured gift. Handsome frame included at no extra cost. Money back guarantee. Shipping prepaid.

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PICTURE BAKED ON 10" COLONIAL DESIGN PLATE

Send any size negative or photograph (return guaranteed) of your child, loved one, home—or a prized painting. We bake it on *permanently*. Imagine an "album" of picture plates to dramatize your home! Complete with "instant" wall hanger.

Allow four weeks for delivery. Send check or money-order. Sorry, no C.O.D.'s.

2% Sales Tax in N.Y.C. **$5.95** POSTPAID

Lenat Purchasing Co.

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DECORATOR LANTERN LAMP

Right out of a magazine illustration! This charming lamp created by the famous designer and illustrator, Max Walter. A decorator piece you'll use in almost every room in your home—from the den to the living room. It's a bright reading light, and at a flick of the 3-way switch, a perfect television light and night light. The authentic lantern globe also lights up Choice of smart decorator colors, green, red and yellow. White parchment shade with matching trim.

22½" High **15.95**

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PAMCO PRODUCTS

Village Court, Prospect St., South Orange, N. J.



Window



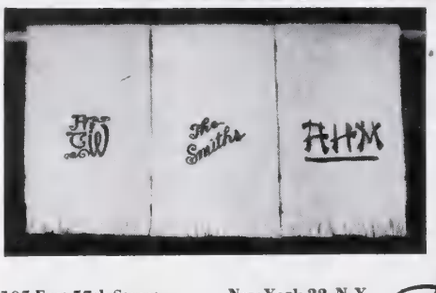
IT'S HOWDY DOODY TIM in small fry bedrooms with Howe Doody and his pals cutting cape on washable pebble cloth be spreads and draperies. Youth si bedspread is $7.95; twin siz $8.95; double-bed size, $9.9 2½-yd. draperies, $7.95. Natur fabric with the bright characte is available by the yard at $1. per yd. Ppd. Essex Decorator 60 Broadway, Newark, N. J.



THIS LITTLE FIREFIGHTER will squelch the imaginar blazes that break out in the nur ery, if he has the Jiffy Fire Hous It fits over any standard-size car table, has one open side for th chief to enter the engine hous Painted in red on canvas, it $3.50 postpaid. Young Treasure Inc., 746 Madison Ave., New Yor

LUXURIOUS GUEST TOWELS

in Fluffy Terry Cloth



Your guests will applaud the fleecy finger towels that really d their hands completely! The kin that need no ironing. Available *every* color (state second choice Choice of two smart monogram or surname in *any* color. Underlin main initial. Set of 6 (minimu order) .....Postpaid **$5.9**

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105 East 57th Street, New York 22, N.Y. *Anita Gardner*

NEW!

Trash Disposal Unit

Burns Refuse Safely

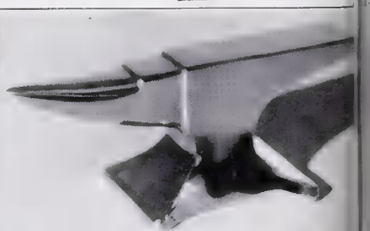


• A new type outdoor dispose-all unit safely and quickly burns garbage and trash in any weather. All refuse, damp, green or dry is fully consumed. Scientific draft design completely eliminates fire hazard of flying ash, sparks, burning, blowing bits of paper. Intense combustion removes neighbor-annoying nuisance of flying scraps, smoke, smell. Sturdily built to last for years. Nothing to get out of order. Needs no watching. Will not blow over. Will not destroy grass or shrubs. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 23" square at base by 40" high. Weighs 23 lbs. Over 2 bu. capacity. Recommended by Bureaus of Fire Prevention. Full price $9.95—nothing else to buy. Sent F.O.B. Cleveland. Money back guarantee. Send check, cash, or money order to:

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Cleveland 1, Ohio



SOLID - 24 CARAT GOLD PLATED ANVIL

5⅛ ■ 2⅛ Wt. 1½ Lbs.

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5.95 Postpaid

Name, City and State Engraved 55c Extra

Send Check — Money Order

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Shopping

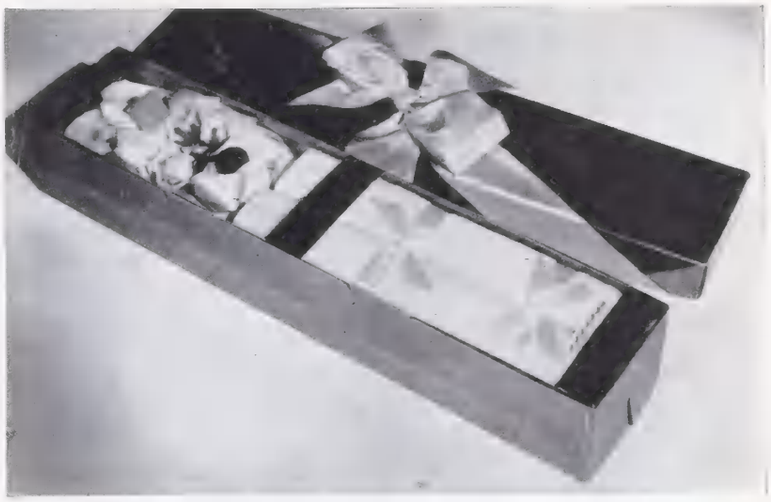




CHECK THIS new combination wallet that holds a man-of-affairs' checkbook or traveler's checks, his cards in one compartment, his folding money in another. In pigskin, stamped in gold with his name or initials, it's $6. With facsimile signature in bronze, $12; in sterling silver, $14.40. Send signature. Tax & post. incl. Selden Cooper Shop, George Vanderbilt Hotel, Asheville, N. C.



SUPERB GIFT for anyone from a bride to your mother-in-law is this copper chafing dish. It has a jewel-like elegance that will dominate any buffet table, and it's a heavenly way to serve Welsh rarebit, curried shrimp, savory stews. The 2-quart chafing dish has a graceful wood handle, separate hot-water compartment, and alcohol burner. $13.95 plus 75¢ post. Carole Stupell, 509 Madison Ave., New York 22.



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—an Xmas bouquet, a gift as practical as it is pretty. Luxuriously soft Cannon towels in lovely flower colors of yellow, petal pink, flame, citron, aqua and grey. Two bath, hand and wash cloths, 5.95 the set.

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Your postman will deliver direct to you *from England* 3 ounces of pure Shetland Wool, 2-ply, "lace weight", about 720 yards in all. Enough to knit a sweater for a 3-year-old. Featherweight, yet delightfully warm! We will include, as a "Get-Acquainted Special", 2 English Knitting Needles and a Shade Card with 25 lovely colors for future use.

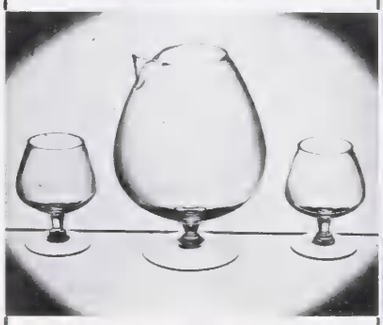
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GRAYSON & CO. (LONDON) LTD.
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Cocktails for Two



The famous Whirler 32 oz. and 2 glasses—4 oz.

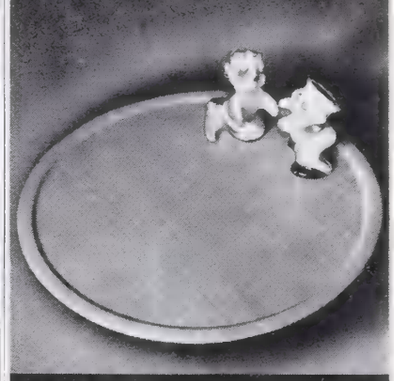
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Size 17"x12"x3½"

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Window

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SERVING SET
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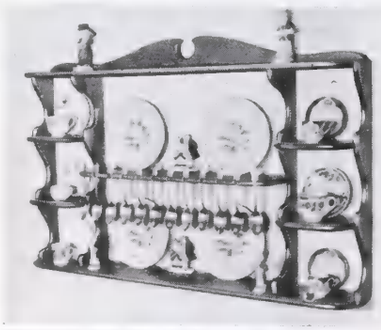
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Inexpensive, safe, positive protection. Fits any bed. Attached or removed easily, quickly. Attractive enough to be left on permanently or can be stored under bed. Available in Wheat, Maple, Walnut, Mahogany or White.

$4.95 each side express collect

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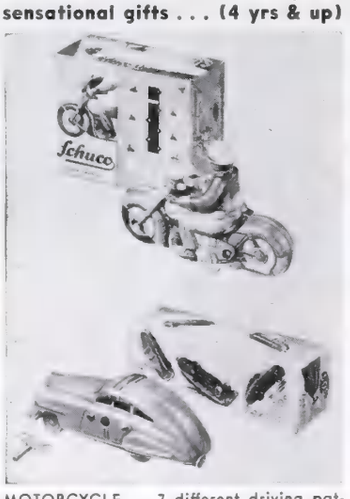


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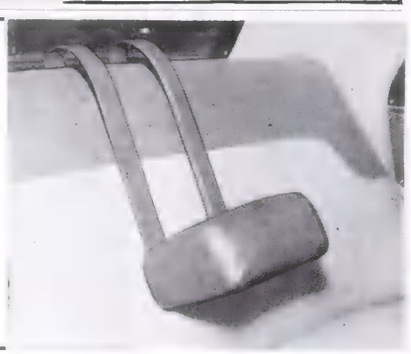
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Shopping



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Cover the switch in your child's room with a delightful ceramic plate that makes the whole wall gayer—as cheerful as light itself. This white plate fits over any standard light switch and is hand-decorated with the figure of a boy or girl and any first name. And with its smooth surface wonderfully immune to grubby-fingered smudges, you'll find it will protect as well as prettify the wall.

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New and very different for your best chef salad or any of the myriad uses you will find for this colorful Italian pottery set. Quaint, leaf-shaped bowls with hand-painted assorted vegetable designs inside, mottled blue-green edges. Entire set, **$15.**

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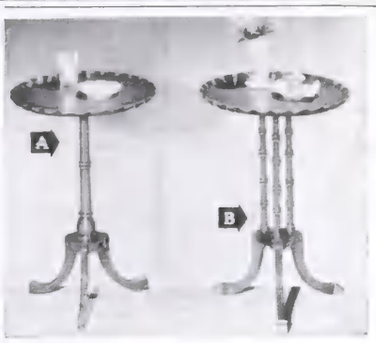
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Specially treated patented tissues clean perfectly, leave no lint, **prevent misting!** These handy, vest pocket booklets provide clear vision, make wonderful gifts. Give them—and use them!

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Window

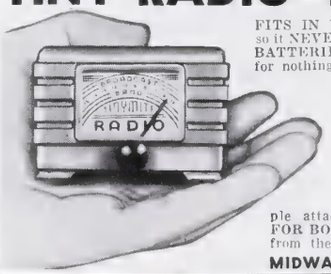


BALLERINA DINNERWARE. Here is value we don't think you can beat. It's *ovenproof* china in a beautiful oxblood glaze—and this particular shade of red is a rare achievement in dinnerware. A service for four includes 20 pieces: four each of dinner plate, bread-and-butter, fruit or cereal saucer, cup and saucer. All for $4.95 express collect. From The Studio Shop, 557 Boylston St., Boston 16, Mass.



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SEND ONLY $1.00 (bill, ck., mo.) and pay postman $2.99 COD plus postage or send $3.99 for postpaid delivery. SENT COMPLETE READY TO PLAY on simple attachment. Has personal phone. WONDERFUL GIFTS FOR BOYS & GIRLS. LOWEST Prices. Available by mail only from the Midway Co. Order YOUR Tiny Radio Now—Today.

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Cats are independent and seldom do as they are told, especially about keeping off furniture, sharpening claws on the legs, or tearing upholstery.

KITTY CHAPERONE Stops Them!

Keeps cats off beds and furniture and away from anything you want to protect from hairs or clawing. Just shake on—you can't smell it; cats avoid it! Absolutely harmless. Generous shaker package $1.

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Protects chairs, sofas, rugs, anything you don't want your dog to use. Just shake on some Powder Chaperone. You can't smell it; dogs avoid it! Safe and easy way to train—prevent puppy damage. Powder Chaperone, Shaker Pkg. $1.



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8 cups, 8 saucers $5.95

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We have imported direct—and you benefit with a great saving!

Exquisitely decorated in floral patterns on rose, blue, green and maize—they'll win you compliments at every serving. Collector's items as well as the perfect gift—they'll never guess the low, low cost.

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Send cash, check, or money order. No C.O.D.'s please. Immediate delivery.

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Shopping



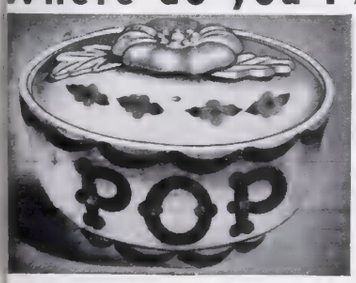
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. . . we present the TOOTH GARAGE to banish forever the unsightly display of artificial teeth . . . can be filled with water and there are air holes for ventilation. Scientifically designed for sane, sanitary and safe parking of false teeth.

Fashioned in pottery with colorful hand-painted decoration, the TOOTH GARAGE gaily ornaments the vanity or dresser. Selection of MOM or POP bold lettering for easy identification. Also unlettered, with floral design, for those others you wish to please. Indicate choice. **$2.50 postpaid**

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WITH WARMEST WISHES FOR A *Happy Christmas*



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THE HAT WITH A "TALE"

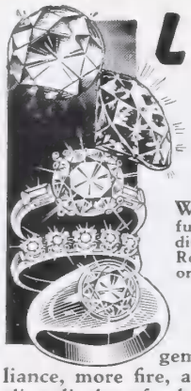
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Send for free circular on Mouton Flap Hats for Men, Women and Children

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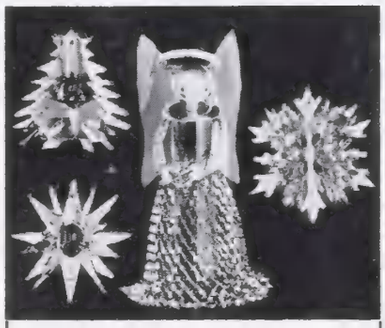
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$3.10 postpaid

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It could be your little-one's winsome face peeping from this life-like bunny outfit. From the tall, pink-lined, fur and satin bunny ears right down to the pert furry tail, your child could be "the belle — or beau — of the ball" — In shimmering satin, sizes 3 to 14. $7.50 ppd. Other costumes from $3.75 ppd. Send check or money order. Satisfaction guaranteed. For folder and price list on costumes, write:

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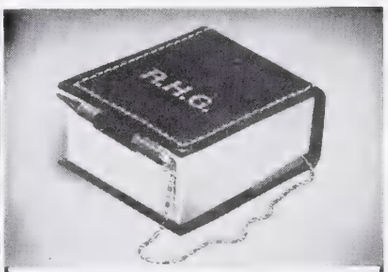
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They are not real, but they look entrancingly so. And they will add a lovely bright touch in any room. In a soft pale pink in pink pots, or a cheery red in white pots. 10½" high overall. A charming Christmas present.

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Pictured with it, a RONSON DECANTER Table Lighter. Tall, graceful and in heavy silver plate—$14.50 plus tax.



Old Chelsea Porcelain Figurine. The Table Lighter is a RONSON LEONA. Heavy silver plate and jewel-tone coral or turquoise enamel—$10 plus tax.



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All Ronsons illustrated in reduced size.

You find them together



Old Crystal Decanter. The RONSON CROWN Table Lighter shown with it is Danish modern in design, fashioned in heavy silver plate—$11 plus tax.



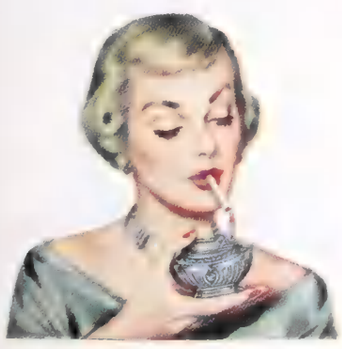
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The same blanket with dual controls . . . for double bed individualists at a slightly higher price.

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- *Washable . . . like any fine blanket*
- *Free repair or replacement of any defective parts guaranteed for one year*

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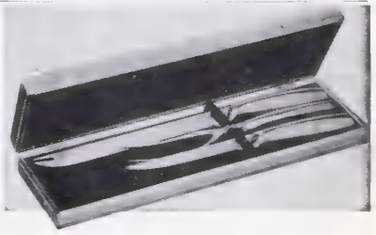
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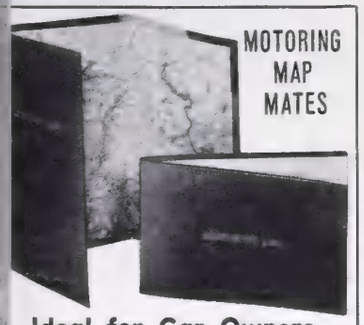


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MOTORING LOG—in leathers to match above. Keeps record of places visited, mileage, gas, route numbers, etc. Fits Map Case pocket.

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Combination	6.00	11.00	"

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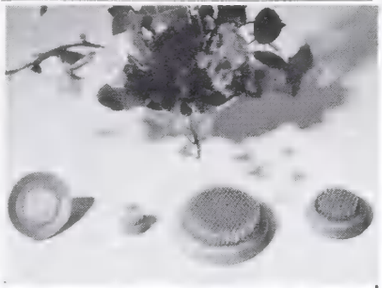
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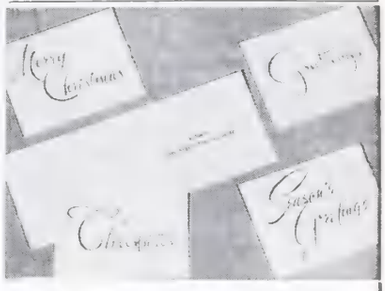
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The suction cup base does the trick . . . secures your flowers' graceful lines. Sta-Put Flower Frogs stick to the bottom of the vase or dish. They're wonderful for your smart arrangements in large shallow dishes. Solid brass pins molded into plastic, mounted into rubber suction cup. Set consists of 1—½", 2—1¼", 1—2¼" frogs. A truly wonderful discovery for all who love the art of flower arranging. Order Now—we'll mail "post-haste"

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HOLIDAY GREETING CARDS

Outstanding cards to reflect the spirit of friendliness in a cheerful, happy season! Greetings are richly steel die-engraved in Christmas Red; names imprinted inside on 1 or 2 lines in matching gala red. Finest quality white paper with deckle edges. French folded to 5½" x 4¼". White envelopes of matching quality. 5 day delivery!

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Delight little girls and big ones, too, with these masterpieces. Dressed in finest materials. Guaranteed Swiss music box plays popular tune as doll revolves on pedestal. Choose the pert Scotch Lass, the Winsome Nurse, Ethereal Fairy or saucy Chiquita shown, 11" high. Assorted popular tunes.

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Write for free complete Xmas catalog.

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Window



JACK-IN-THE-WATCH. The time of her life dangles from a gold-filled link bracelet, and whenever she wants to be up to the minute, she presses a button. Up pops the cover, and out jumps a grinning, clock-eyed Jack in the Box to point to the correct time. Jeweled Swiss watch is guaranteed for accuracy. $35 with bracelet. Tax and postage are included. Swiss Watch Distributors, Box 3282, Atlanta, Ga.



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Potatoes, Chicken, Doughnuts, Onion Rings, Scallops, Shrimp



NEW EASY WAY

Now you can really enjoy cooking delicious French Fried foods without fuss, bother or mess! The famous Naxon French Frier cooks to golden-brown perfection, drains grease automatically, equipped with sputter-shield and large cool handle. Ideal for French fried potatoes, chicken, doughnuts, onion rings, scallops, shrimp, chops, oysters—in fact anything that can be deep fried.

FULL 4-QUART CAPACITY

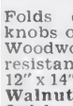
The Naxon is the largest size household type deep French Frier now available. Keeps fat always ready for immediate use. Beautiful hammered silver-grey finish, temperature and rust resistant. Unit plugs into any 110-volt A. C. outlet. Maintains temperature automatically at 385 degrees. Shell is completely insulated to protect table top. Satisfaction is guaranteed.

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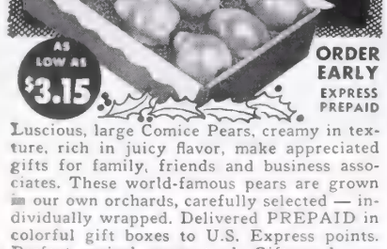
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For 6 or 7 Club Prices see Catalog.

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Distinctive, practical gift for the child you love! Youngster's first name permanently glazed into all four pieces. Oyster white set, hand decorated in Rust, Terrace Green, and rich shades of Blue. 9" and 6" plates, 5" bowl, 11 oz. mug. Boxed. When ordering, print child's name. State if girl or boy design wanted. Send check or money orders. (Sorry, no C.O.D.'s.) Per set, post paid, $5.

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Write for listing of 24 Dickens' characters.
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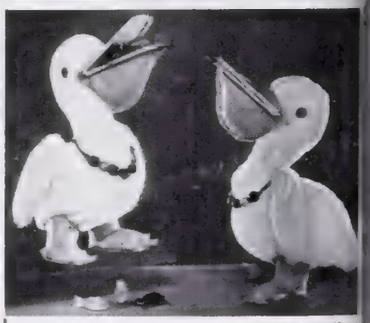
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His bill holds more than his belly can"

PETE THE PELICAN

A Clare Creation

A lovable fellow whose mouth opens wide and snaps securely shut. Children will adore hiding all their secret little treasures in his generous pouch. Can be tucked under the arm and carried about. This toy made of soft white plush with orange felt trim is 12" high.

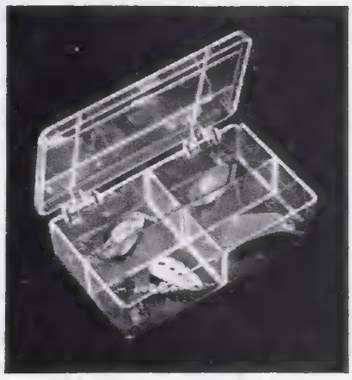
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● Beautifully finished metal lamp with genuine Swiss Music Box in base. Handle controls playing tune. Soothing for over-tired or "afraid-of-dark" children. Comes in gilt, silver or anodized blue. Fits any room.



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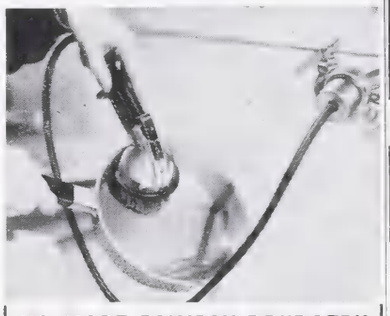


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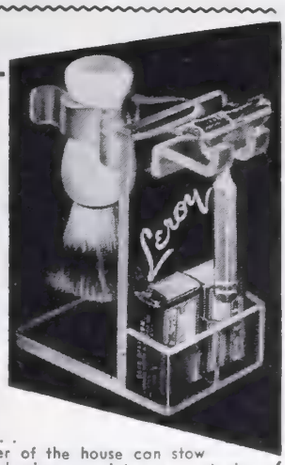
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VALET STAND
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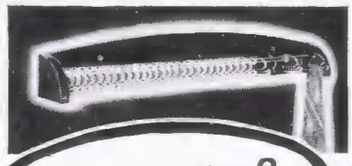


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Send —— *sets @* 3.95 *each set. Sold only in sets.* My 1st choice is ——; 2nd choice: —— of Red, Yellow, Chartreuse, Forest Green, Natural. *Clip this. Send for* FREE CIRCULAR.



Window

Polished Swedish Crystal
THE REMEMBRANCE PATTERN

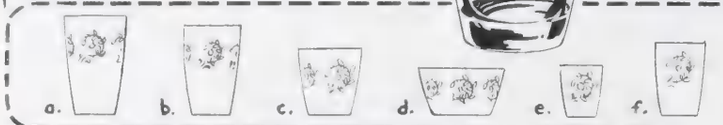
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A. 14 Oz. Sham
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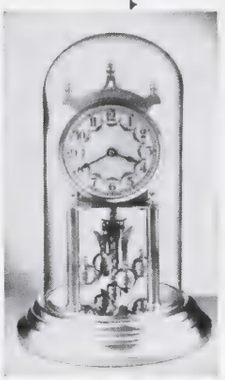
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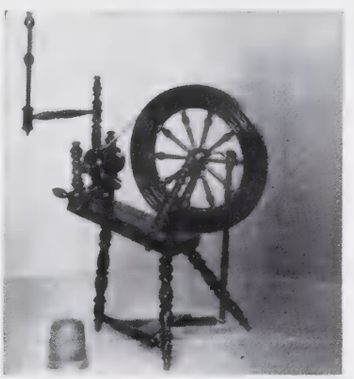
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(Specify light or dark wood)

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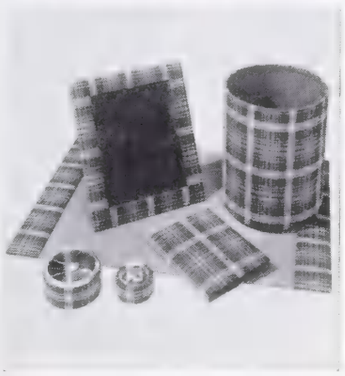
Shopping



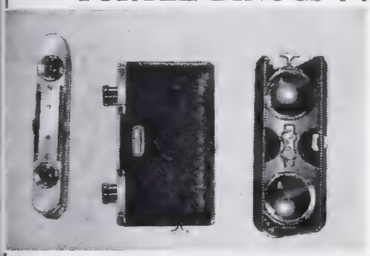
DEAR SANTA CLOTH. A vinylite plastic tablecloth is hand decorated with the jovial figure of St. Nick himself, framed within a border of crossed candy canes and red ribbon. A wonderful cover-up for the festive board, it even wishes all of you a Merry Christmas and a Happy New Year. 54" x 72". $3.98. 54" x 90", $4.98. Ppd. Stratton Snow. 152-A North Swinton Ave., Delray Beach, Florida.



TARTANS FOR HER DESK. Imported all wool clan plaids put the Scotch accent into desk accessories. In Prince of Wales, Black Watch, Black Stuart, or Dress Gordon, there's a 8" x 10" picture frame, $15; 11" basket, $12.50; 18" x 26" blotter, $7.50; ash tray, $10; round table lighter, $12.50; engagement pad-address book with magnetic pencil, $9. Ppd. Rhea McAllister, 113 E. 39th St., New York 16, N. Y.



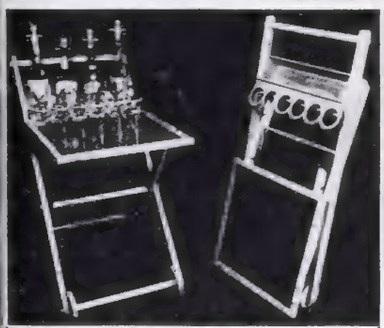
TURTLE BINOCS . . . *always in their shell.*



Here's the handiest binoculars you've ever looked thru . . . built right into their own case. Snap them open and you'll always have a front line seat for sports, theatre, traveling or nature study. Close like a jack-knife and slip into a pocket or an evening bag. 2¼" x 4" x ½" thin. 3.5x magnification. Aperture of objective 26 mm. In handsome black morocco covered metal case. *A gift puzzle solution.*

$15.00 Ppd. Add 20% excise tax.
No C.O.D.'s please.

BEN GORDON Jewelers 4 South 4th Ave., Mt. Vernon, N. Y.



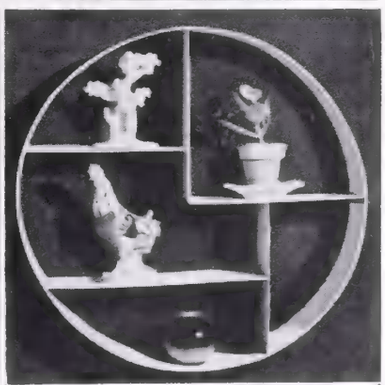
AT LAST. A portable folding bar on wheels, modern, handy and attractive. Adds fun to your parties.

Holds bottles and glasses in racks and can be folded and tucked away in closet. Hard wood Maple or birch natural finish with alcohol proof aeroplane ceneer top 19" square—finished in Chinese red.

Makes an unusual and ideal gift.

The LOG CABIN FOLD-A-WAY BAR at the exceptional low price of $12.95 Post Paid. No C.O.D.'s Please.

Log Cabin Craftsmen, Inc.
Box 85 Pelham 65, New York

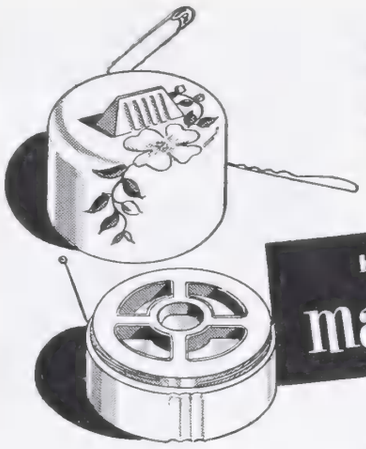


Decoret Wheel Shelf

SINGLE $3.98 TWINS $7.19 Postpaid
Add 50c ea. if West of Rockies

STYLED BY VICKY FOLEY. Adds color and interest to any room. Use also for utility in kitchen or bath. Aluminum, 15" diameter; shelves 3" deep. Choice of white or red. Return if not pleased. Order today. When shelves arrive pay postman plus C.O.D. postage, (or send cash with order and save charges).

CHICAGO WELDED PRODUCTS CO.
1109 Belmont, Dept. HB-21, Chicago 13, Ill.



Five separate magnet lined compartments hold bobby pins, safety pins, paper clips, etc., neatly upright, ready to pluck one at a time. Unique non-skid crest facilitates soreading of bobby pins with one hand. Beautifully hand decorated in Rose, Dogwood or Pussywillow. Made of durable Plastic.

HAND DECORATED magnetic pin bin

$2.00
Shipped postpaid. Send check or money order.

Relax 'n shop INC.
CANAL WINCHESTER, OHIO

CHARM FOR SALE . . . in your personal scrapbook of gift selections. Why tramp the stores? Relax at home. Shop from picture-packed pages of true collector's items in hand-decorated gifts of glass, wood, plastic. Drinkware, tableware, all-around-the-house ware. Original Gay Fad creations—a happy collection, all as cleverly styled as the Pin Bin above. Send a dime for your Relax 'n Shop scrapbook to cover mailing (enclosed gratis with merchandise). It will save you shopping time and earn you a reputation for originality on birthdays, anniversaries, Christmas, every gift occasion. Write today.



Lovely Knotty Pine

Coffee Table

(And Matching Lazy Susan)

Never such a distinctively different Coffee Table! Of genuine Knotty Pine in handcrafted "Olde Pine" finish for perfect harmony with Early American or Provincial furnishings. Height 16" with 23½"x29½" top. $12.50 delivered. The matching Lazy Susan, pictured atop, is 16" in diameter and has ball-bearing base. $4.00 delivered. (Both pieces, $16.50). Order either or both. No C.O.D.'s, please! Request our illustrated "Pine" catalog.

North Carolina Orders, Add 3% Sales Tax.

Morrison's Inc.
535
MERRIMON AVE.
ASHEVILLE, N.C.



PHILOSOPHER'S COFFEE SET

. . . of fine, imported ITALIAN MAJOLICA

"Black as Night
Hot as the Devil
Pure as an Angel
Sweet as Love"

set of 2 demitasse cups and saucers & pot as pictured $5.95
additional cups and saucers $1.50

Sip your favorite beverage and chuckle at the immortal recipe by Reynaud, lettered freehand in French on the pot. Choose the "Crowing Rooster" pattern (green over white) or the "Multicolor Floral" pattern over white.

Write for free catalog of imported merchandise

Foreign Traders
SANTA FE NEW MEXICO

the gift that says

SEE BETTER

FOR YEARS TO COME



Give a Longview and you give years of added seeing comfort. Magnifies a whole column-width of newsprint at a glance, enlarges type 2½ times. Of finest optical glass, precision ground for accuracy, it folds into pocket-size plastic handle. Money refunded after 10 days if not satisfied. Gift-boxed, for immediate delivery. Postpaid, **$6.50.**

1/3 actual size

EDROY PRODUCTS CO., 480 Lexington Ave., Dept. B, N.Y.17, N.Y.



TELEVISION STOOL
for children

$2.75
2 for $5.00
plus any postage

Give your children these "front row" Television stools (double as fireplace benches) and keep small feet off furniture! Handcrafted Pennsylvania knotty pine, 20" x 7" x 8½" high, hardwood legs, hand-rubbed natural finish. Excellent Christmas gift!

NOVELTYME Studios Hellam 1, Penna.

MAKE A BIG CHRISTMAS HIT WITH THE "KIPPY KAR-KIT!"





7 Valuable Accessories in Beautiful, Tan, Fitted Leatherette Case.

Monogrammed — 2 Initials. Packed in Handsome Gift Box.

KIPPY KAR-KIT CONTAINS:

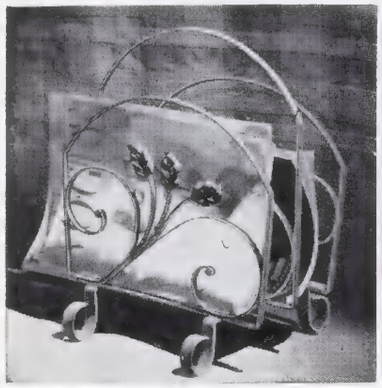
1. KIPPY BRUSH — for personal or car use.
2. WIPING CLOTH — windshield, lights, etc.
3. POCKET COMB — made of clear Lucite.
4. "POWERFUL PETE"— 4-in-1 screwdriver.
5. KEYCHAIN—metal-beaded, polished.
6. BOTTLE CAP OPENER — in bright finished metal.
7. WINDSHIELD SCRAPER— removes ice and snow.

● Here's the perfect Christmas gift for every car owner...for your car, too! *Kippy Kar-Kit* takes up little room in the glove compartment...handy for every occasion...welcome in emergencies. Original and highly useful. Order several... every car owner will be mighty glad to get one!

only **$2.95** postpaid

Check or Money Order only... sorry, no C.O.D.'s. (Be sure to include two initials desired on each kit).

GIFT DISPATCH
173 West Madison Street, Suite 510, Chicago 2, Illinois



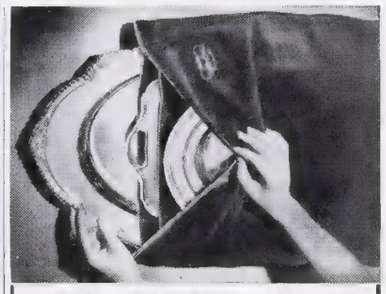
Solves Stray Magazine Trouble
Beautiful Hand-wrought Iron

MAGAZINE STAND

A blessing in disguise for your stray magazine troubles. As graceful as its classic hand-wrought iron leaf motif; lovely as its antique Verdi finish. Its soft, neutral color tones will blend in your living room or den. 16½" tall . . . takes any size magazine. Grand for gift giving. Postpaid only **$5.95**

PROMPT SHIPMENT. SATISFACTION GUARANTEED.

DOWNS AND CO.
81-BM Salem Lane ■ Evanston, Illinois



NO MORE SILVER POLISHING

Store your silver in nationally advertised Pacific Silver Cloth—the miracle cloth that **prevents all tarnish.** Silver stays shiny bright for weeks or even months—always ready for **instant** use. Eliminates messy cleaning. Wonderful Christmas gift. Zipper closed bag shown stores three large trays free from tarnish and scratching in **separate** compartments (exclusive feature). 20"x30"—$5.50; 16"x24"—$3.85; 16"x20"—$3.45, all postpaid. Silver cloth for lining drawers (31" wide) $2.50 yd. Lifetime tarnish-free service guaranteed. Write for free catalog showing silver storage bags for every use from 70c.

California Ways
132 N. B. St., San Mateo, Calif.
Dept. HB



Authentic, Child's Size OLD BOSTON ROCKER

This authentic reproduction of a famous Old Boston spindle-back rocker is the ideal gift for any child from 2 to 10. Solidly built from selected hardwood. Perfectly balanced so it can't tip. Finished in natural light walnut and hand-rubbed to a mellow glow. Seat measures 13¼" wide x 11" deep, is 11" from the floor. Over-all height is 27". Give your child, grandchild, niece or nephew the thrill of having this beautiful chair.

Just **$12.95** express collect

No COD's please. Immediate shipment upon receipt of order.

LITTLE FARM SHOP
P.O. Box 1363, Lancaster, Pa.

YOUR XMAS TURKEY PIPING HOT



This new, unique HOTRAY will keep your food hot. Use it yourself—give it as distinguished Xmas gift.

The HOTRAY is electrically heated, thermostatically controlled, keeps food hot for hours—ready to eat at all times.

Made of sparkling radiant glass harmonized with gleaming silvery frame, 2 plasti-cool handles, 4 rubber bumper legs.

HOTRAY is perfect for your table—will not damage table cloth or table surface.

Convenient size 14"x9". AC only — Unconditionally guaranteed.

Still available at only $9.95. Express collect. Write for free catalog N.

NATIONAL GIFT CO., 545 Fifth Ave., New York, N. Y.



Window



A SARTORIAL SNOWMAN is this cuddly plush toy that comes decked in a black felt fedora, bow tie, and big round buttons splashed down his middle. His Swiss music box plays "Whistle While You Work" and he'd make a perfect centerpiece if his high-chair owner will part with his pipe-puffing playmate. 12" high. $4.95 ppd. Swiss Musical Gifts, 1265 Myrtle Ave., Brooklyn 21, New York.



BAKE-A-CAKE BASKET Here's a *fun* present for any little girl who would rather putter around the kitchen than win first prize pinning the tail on the donkey. Handmade of woven oak and lined with strawberry-patterned oilcloth, it's filled with mixing bowl, spoon, egg beater, measuring spoons, rolling pin, icing knife and apron. 13" x 9" x 4½". $4.95 ppd. St. Nick's Workshop, 450 Sixth Ave., New York.

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why not Make This the Unforgivable Christmas?



your friends deserve
Highball Glasses by VIP

Showing eight gruesomely gay ways to taper off, including a hole in your head. Set of 8, $5.25 postpaid. Also available: Zombie sets of 8, Hangover Series, same overprice. Mail orders:

ROBIN KAY
500 Willow Drive Pittsburgh 16, Pa.

IDEAL CHRISTMAS GIFT FOR CHILDREN



personalized pottery
Makes Eating Fun

Complete 4 Piece Set

Only $5.00 Prepaid in United States

Colorful, durable dinner and butter plates, mug, bowl. Child's first name baked into all pieces. Special design for boy or girl. Enthusiastic letters from pleased customers received daily. Ideal Christmas, birthday or occasional gift that pleases parents and child. Satisfaction guaranteed. Prompt delivery. This original design, fine pottery sold only through mail order by us. Send child's name and sex with check or money order to:

(Free catalog on request)

JOHNSON POTTERY, Inc.
Box 494, Dept. D Binghamton, N. Y.



GOLFER'S ASHTRAY

—as EXCITING as a HOLE-IN-ONE!

An ideal gift for champs and duffers as well. A swanky ashtray fitted with miniature golf bag and 4 removable clubs which can be used as stirrers. Antique bronze-finish bag, chrome clubs, bronze base, with glass tray. A sporting gift to be forever cherished. 8½" diam.

$12.95 plus 25¢ postage

TREASURE HOUSE
Dept. HB, 45 Cedar Street
Dobbs Ferry, New York

Shopping



GAY ROUNDER. An enormous Lazy Susan, beautifully made of California redwood, is sure to give a party-loving lady entertaining ideas. The 6 ceramic dishes and center casserole come in chartreuse, dark green, yellow, burgundy, gray, or turquoise, and the colors may be mixed. 24" wide. Light or dark finish, $19.95 ppd. Dee's Redwood Products, 2199 Folsom St., San Francisco, Calif.



COCK-O-THE-WALK is an amusing party dress for a highball glass, and makes even a teetotaler's tumbler of tomato juice look as gay as champagne. Made of felt, absorbent and washable, it comes in 6 heady colors, fits 10- to 14-ounce glasses. The set of 6 is $3 postpaid. Order from Grande Maison de Blanc, 3130 Wilshire Blvd., Los Angeles, Calif.





CHILD'S DESK AND CHAIR



Built of hard maple. Beautiful natural finish and well constructed throughout. Your child will love this addition to his own room. Sets available in two sizes—Desk top 16" x 24"—Chair leg 14" high. This set designed for child 3-8 years old. $17.25 desk and chair delivered. Desk top 18" x 24"—Chair leg 18" high. This set designed for child 8-13 years old. $19.25 set delivered. *Send for catalogue of low cost modern furniture 25c—refunded on first order.*

THOMAS CRAIG, *Craftsman* **• Box 460, Bryn Mawr, Pa.**



CHARMING

Pine Wall Mirror

Antique adaptation. Versatile — living room, dining room, hall, bedroom. Plate glass mirror, copper lined planter, leather thong for hanging. Old style cut nails. Finish—hand rubbed antique honey-brown. 24" high, 12" wide.

$12.95 express prepaid.
Sorry no C.O.D.'s.
Write for illustrated folder of Early American Reproductions.

OLD SALT BOX
East Sandwich, Cape Cod, Mass.



IMPORTED CHILD'S BANK

Popular in England for the past 50 years. First time available in America. Just place a coin in the hand, twitch one of the ears, and the arm pops the coin into the mouth. 6" high—will hold a young fortune. Choice of "Sunny Boy" (illustrated) or "Clown". Colorfully decorated.

$1.95, postpaid

(No C.O.D.'s, please)

LYCONTRA
5670 Wilshire Blvd., Los Angeles 36, Calif.



NOMINALLY YOURS . . . the "thank yous" will be genuine from friends who receive this very personal gift from you. Cigarette set is translucent china. The cigarette server bears the family name while the two accompanying ash trays have the couple's first names on them. **$3.95 plus 25c postage per set.**

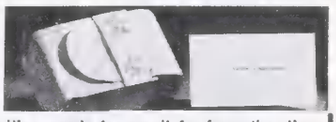


MARK OF DISTINCTION . . . sterling hand-wrought, 2- or 3-letter monogram makes this book mark an ideal gift for the discriminating reader. Also available with cross or star of David instead of monogram. The 11", grosgrain ribbon also holds a sterling page cutter. **$3.75** includes tax and postage.



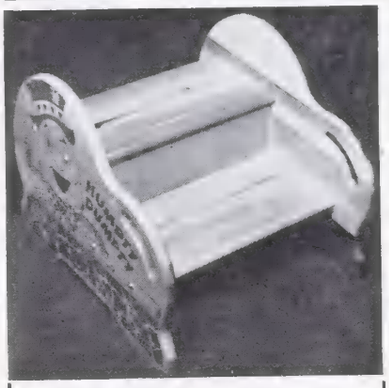
KEY TO YOUR CASTLE . . . Your very own door key becomes a pride worthy possession when it's handsomely monogrammed, then burnished to a lovely gleam. For cottage, castle, apartment or office. Makes a wonderful house gift, too. Send us one key for each monogram . . . sorry we can't furnish duplicates or blanks. **$3.50 postpaid.**

HALF PINT CARDS



Private calling cards for small fry from the diapered age to the first date! 100 cards in leather case 1" x 1¾" (with hand painted flowers on case if requested with order.) **$1.50 postpaid.**

EDITH CHAPMAN NO C.O.D.'s
50 PIERMONT AVENUE, NYACK, N. Y.

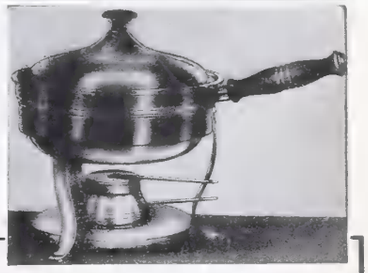


HUMPTY DUMPTY

had a great fall—but the kids need not—it is so easy to reach things with this colorfully lithographed, well made Step Stool of Maple Finish. May also be used as a Television Chair. Comes with HUMPTY DUMPTY or THE OLD WOMAN WHO LIVED IN THE SHOE.

Price, $4.95 each

GIFT SHOP
142 Second Street
Keyport, N. J.



"666" COPPER CHAFING DISH

So many of the stronger set are enthusiastic and accomplished cooks these days, you can't go wrong on gifts that are in the culinary angle. The Chafing Dish, above would make the Christmas of most anyone a sizzling success. Copper Chafing Dish lined with pure block tin, solid copper and brass legs, alcohol lamp, capacity 3 pints.

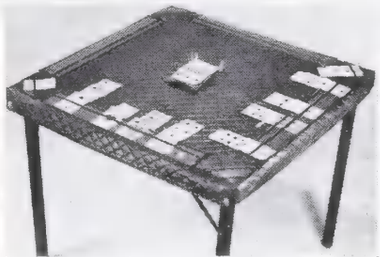
Price $29.00 prepaid
No C.O.D.'s, please

Write for our complete folder on other "666" specialties

21ST & 6TH AVE

Bazar Français
EST 1877

666 SIXTH AVE. NEW YORK 10, N.Y.
between 20th & 21st Sts.



A REAL XMAS GIFT

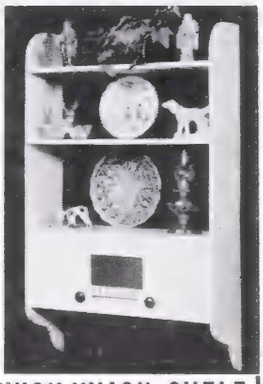
CANASTA TABLE COVER

Brand New! A Patented Canasta Table Cover made in Virgin Vinyl in lovely decorator colors of Emerald Green, Wine, Chartreuse, or Silver Grey. Quilted with China Cotton and Stitched with matching nylon thread. Liquor resistant. Specially designed for Canasta. Reverse side for all other games. Adjustable from size 30x30 table to 32x32 with klikit fasteners as guaranteed by Good Housekeeping. Sorry no C.O.D.'s. Money order, check, or cash.

$5.75
Plus 25¢ for Postage & Wrapping

VARIETY TRENDS
P.O. BOX 988 HARTFORD, CONN.

Complete with built-in Emerson Radio . . . *only from Garland Mfg. Co.*



RADIO KNICK-KNACK SHELF

Ready to hang in your kitchen, gameroom, sun-parlor, bedroom or breakfast nook! Has built-in 5 tube AC or DC Emerson radio. Handsomely crafted of selected woods with heavy lacquer finish for lifetime beauty. Truly noteworthy value.

6" deep, 18" wide, 30" high. White, Chinese Red, Natural finish or Ivory.

$34.95 express collect
send check or money order (no stamps, please)
Sold on money back guarantee

GARLAND MFG. CO.
1307 Locust St. McKeesport, Pa.

TERRIFIC XMAS BUY!



5 GIANT TOY ANIMALS

FOR ONLY $1 Postpaid

(Yes, All 5 for $1)
→6 Complete Sets for $5←

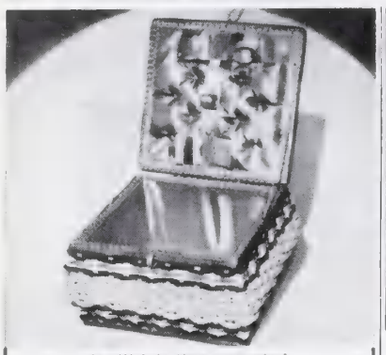
- GIRAFFE — *4 Feet Long!*
- REINDEER — *3½ Feet Long!*
- DACHSHUND — *3½ Feet Long!*
- PUPPY — *12 in. Long!*
- SANTA CLAUS — *20 in. High!*

Yes — all 5 amazing toys at the amazing price of ONE DOLLAR! Imagine the shrieks of delight when the kiddies discover these fascinating toy animals under the Christmas tree! They're taking the whole country by storm! You inflate and assemble these giant animals in a jiffy from unique balloons made of natural Latex and specially cured to take plenty of abuse. Children ride them, make their own zoos...have unending fun! It's the toy bargain of the year! Order several sets for all your favorite kiddies right now!

Immediate Delivery — Money Back If Not Delighted

Send only $1 for each complete set of 5 Giant Animals (No C.O.D.'s)

UNION MART, Dept. 10A. 41 Union Square, New York 3, N. Y.



'a stitch in time saves nine'

THIS ATTRACTIVE SEWING BASKET MAKES MENDING EASIER

HOLDS ALL YOUR SEWING ESSENTIALS—WITH ROOM TO SPARE—EASILY CARRIED BY CONVENIENT HANDLE ON TOP—*FITTED with SCISSORS, THIMBLE, and NEEDLES.*

Natural Wicker and Hand-Woven Fibre—trim in color to match full Satin Lining—tufted top—approx. 8" square x 5½" deep—choice of colors—Azure Blue, Holly Red, Wreath Green

A USEFUL AND MOST ATTRACTIVE GIFT

Specify Color Desired
Only $4.25 Postpaid
send for our free catalog

Horizon House

BOX 628D SUMMIT, NEW JERSEY



Kissin' Bugs

Smooching like crazy under a big sombrero, show the world a clean pair of heels, and pink panties, and explore the delicious novelty of what happens when FRECKLES and PIGTAILS get together.

Beautifully modeled of ceramic, it's an ASHTRAY that you'll want to send as a *"love & kisses"* present to that SOME ONE!

ASHTRAY 6" diam.—$2.50 postpaid

Make it letter perfect with "HIS" and "HER" INITIALS—50c EXTRA!
C.O.D.'s accepted—Satisfaction Guaranteed.
Write for a copy of our SELECTED GIFTS catalog.

Frances **Morris** Dept. HB, 1016 Carroll St. BROOKLYN 25, N. Y.



Salt and Peppers from The Pig 'n Whistle Shop Gifts of Distinction

Stunning, Graceful FLORENTINE URN Miniatures

For the gift that's different, for your own table or collection, choose these thrilling "finds." Miniature adaptations of an ancient Florentine Urn, these silverplated salt and pepper shakers add a breath of Renaissance romance to any table setting. Lacquered to prevent tarnish, packaged in attractive gift box. Order today.

PRICE PER PAIR $2.50 POST PAID FED. TAX INCL.

C.O.D. CHARGES EXTRA

The Pig 'n Whistle Shop East Lansing, Mich.



SPRINGTIME 14" x 18½" $8.75 ppd.

Vanity Mirrors

EXQUISITE ALL-PURPOSE GIFT

"And everything nice." You'll love the carved wood designed lacework frames and plate glass mirror. Just the thing for the focal point for all your decorating ambition. They come in luscious decorator colors of white, pink and green—all deftly trimmed with gold. (*Make 1st & 2nd color choice.*) Easel back for dressing table, also hanger for wall. Gift boxed. *No C.O.D.'s please.*

Send 10c for new folder of gracious gift suggestions.

THE *Squire* BOX 154B

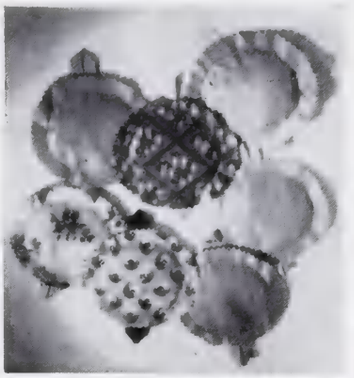


DAISY 12" x 15" $5.50 ppd.

OLDE CHELSEA 50, MASSACHUSETTS



Window



POMANDER PUFFS covered in gay chintzes make sweet sachets for your lingerie drawer, scent your closet when you loop them over the hangers. Filled with pomander ground from an old Pennsylvania Dutch formula, they'd be a grand stocking present for bride-to-be who's collecting her trousseau. 3 are $1.25; 6 for $2.35; 12 for $4.50. Postpaid from Kathleen Weller, Box 386, Bryn Mawr, Pennsylvania.



HIS OWN SIGNATURE, delicately cut from gold-plated metal, flourishes with great distinction across this ash tray. Baked enamel on copper, in rich jewel tones of red, cream, chartreuse, turquoise, it's a generous 5" wide. Give it to a top-flight executive for his desk, and he'll think you're smarter than his secretary. Also with name in script, instead of a signature, $5 each ppd. Creative Artisans, 31 South 3rd Ave., Mount Vernon, N. Y.

Giddap!!!

All youngsters will love this rollicking horse as a playmate. Sturdily made, of beautiful black and white plush, open mouth, mounted on all metal wheel base with rubber tired steel wheels. Measures 22" high, 21 inches long, 9" wide. Guaranteed to hold child up to 150 lbs. $10.25 ppd. Without wheels, $8.50 ppd. Also available with music, highest quality Swiss movement at $1.75 extra. No C.O.D.s please.



BROWN'S 1907 169th ST HAMMOND INDIANA

ELECTRIFY YOUR OIL LAMPS *at low cost... quickly...* NO TOOLS NEEDED



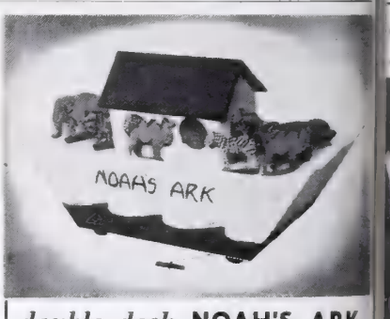
with Solid Brass Adapters **NALCO**

It's amazing! Simply unscrew the burner in your oil lamp and replace with a Nalco Solid Brass Adapter—and *presto*—your oil lamp is an electric lamp, ready to plug in.

ORDER NOW . . . Only **$2.50** each postpaid. Indicate size of burner in each oil lamp (*No. 1 or No. 2*) or diameter of the threaded base. Include size of ***chimney*** at base also.

Literature sent on request

NALCO SPECIALTY SHOP
1032 Tyler St. St. Louis, Mo.



double deck NOAH'S ARK

The kiddies from 2 to 7 will love this fascinating and versatile Noah's Ark pull toy, complete with an assortment of 12 animals mounted on wooden bases. Ark is made of sturdy, heavy wood, gaily enameled in Red, White and Green. Removable cabin and top deck permit the ark to carry other toys and will afford hours of absorbing play. Size 18" x 9½" x 6½". $3.95 Ppd.

West of Mississippi add 30¢ additional postage

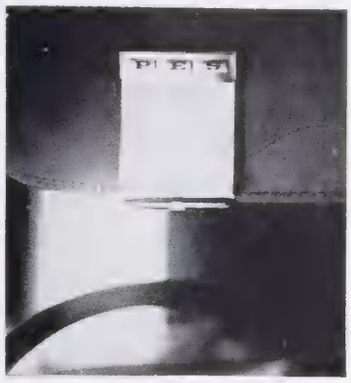
Write for free toy circular.
No C.O.D.'s, please.

merry-go-round
188 North Ave., New Rochelle, N. Y.

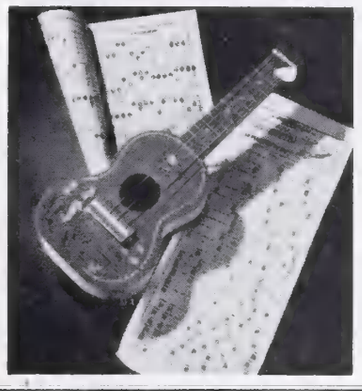
Shopping

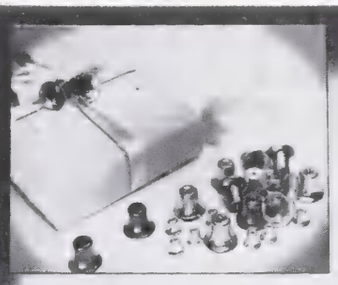


NOTES WHILE DRIVING. A note pad that clips on the sun visor of your car is an idea that pleases us. It comes securely clamped in a chrome-finished holder, has a good pencil and your own three initials. Now you have a spot for jotting directions, last-minute marketing brainstorms, even a sudden flight of poetry inspired by a sunset or a haunted house. $1.60 ppd. Terrace Yarn & Gift Shop, 1 Winchester Terrace, Winchester, Mass.



STRUM FUN. A full-size tenor ukulele is a good beginner's instrument for a child. With it you get an instruction book with easy-to-follow chord charts that should have a uke pupil strumming simple melodies in a matter of minutes. The ukulele, instruction book, pick, and tuning guide are just $2 ppd. Alvin Epstein, 1407 I St. N.W., Washington 5, D. C.





Package Bells

Top-off your gifts with gay Christmas bells! 50 are ½" across bottom and come in assorted gold and silver color. 25 are 1" in gay holiday colors. Ten have tiny clappers. All metal. No. X3721. 75 for **$1** Postpaid.

Write for Free Catalog

PERSONALIZED

Stick-On Bows

A dozen ready-tied bows with gummed streamers — no tying, simply stick them on. Bows of satin ribbon, about 4" across. We'll put "Best Wishes From" on one side of the 12" streamer, your name on the other. Four each of red, green and blue. No. PK4273. **$2.50** Postpaid.



Miles Kimball Co. 33 Algoma Blvd. Oshkosh, Wisconsin



Gracious Graceful **FIGURINE LAMPS!**

Magnificent matching lamps, 17" high. Charming in the Living Room on your end tables, Bedroom, Study, etc. Exquisitely fashioned with a tea-rose lined shade . . . enhanced by a double-pleated top trimming and braid-trimmed bottom. Delicate, colorful CHINA FIGURINES are mounted on a gold plated metal base, lacquered and felt-lined. Handsome for your own use—memorable for "CHRISTMAS GIFTS".

$6.95 each **$12.95** the pair, postpaid

No C.O.D.'s please!

The House of Lynn

37 East 29th Street, New York 16, N.Y.



THE "TIPSY" TWOSOME

Drink Pourer and Highball Glasses

A hilarious combination! "Tipsy" the animated drink pourer fits any bottle . . . pours your drink from his own little bottle, while his street lamp lights up bright red and flashes the words "Say When"! Frosted 10 oz. highball glasses complete the effect—each sports a dapper inebriate leaning against a street lamp, happily draining a bottle. There's room for you to pencil in your guest's name and drink on each glass . . . pencil marks can be easily erased. A perfect party suggestion!

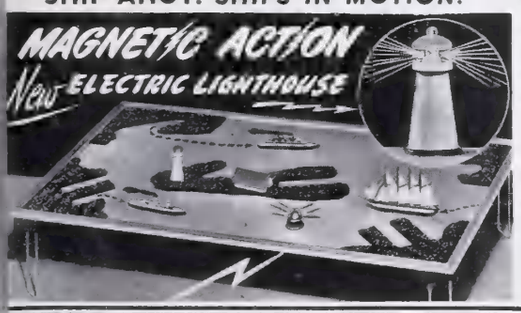
Tipsy—**$3.95** postpaid, complete with battery and bulb. Highball Glasses—**$2.95** for set of 8 postpaid. Complete 9-Piece Set—**$6.75** postpaid.

No C.O.D.'s. Write for free catalog.

Crystalier Co. Dept. H-116

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SHIP AHOY. SHIPS IN MOTION!



OCEAN liners and freighters now sail the Magnetic Harbor, guided and powered by a hidden magnetic control in a youngster's hand. The little ships steer safely past the lighthouse and the warning bell-buoy to maneuver in and out of port by **REMOTE CONTROL** with the young master of the playroom as pilot-engineer.

Sturdy, reinforced playboard, 20½" × 12" with realistic islands and docking areas to be arranged in various formations.

Complete with Regular Lighthouse—**$3.25** postpaid. With Electric Lighthouse—**$4.25** postpaid. (including battery). **No C.O.D.'s**

Order now!—illustrated circular of other Selectoys will be sent.

SELECTOYS

Dept. HB, 34 West 37th Street New York, N. Y.

a tisket . . . a tasket . . . a Xmas gift basket



lovely hardwood basket for so many uses: lunches for school or office, knitting, sewing, flower arrangements, etc. or fill with goodies for the small fry. 5" × 7" × 5" deep.

$1.75 Ppd.



hang a basket on your front door to hold your mail and magazines. Large enough for even that first-of-the-month delivery. Then at Xmas do a smart switch, fill with Holiday greens for extra cheer. Handmade, sturdy hardwood, natural finish. 5" x 10" x 8" deep.

$1.85 Ppd.

Woodenware Circular, free.
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FORMAL MAHOGANY PLANTER

Cultivate your "green thumb" and your taste for beauty. Fresh, cool greenery contrasts with the warm mahogany tones of this formal planter. A charming gift that will give year-round pleasure. **Only $15.25**

Height: 24" Width: 13" Depth: 7"

add 50c postage and ins.
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2527 W. Homer Chicago 47, Ill.



The New Pewter Lovely as Silver

Needs only soap and water to clean. Always retains its lustre. Guernsey Jug cane wrapped handle.

3 cups, ...$8.00 ppd.

The Versatile Jug, 2 cups, $7.50 ppd. These jugs have so many uses.

No C. O. D.

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Snack & Sandwich **KNIFE**



Does a score of kitchen chores and does them better. Uniquely designed wide blade is flexible for smooth and easy spreading of sandwiches, hors d'oeuvres, any delicacy in the pantry. Economically scrapes the "leavings" out of jars and glasses. The sharp bottom edge of this stainless steel knife cuts and trims neatly. Blade is sealed in tough Pregwood handle. 8¼" overall.

$1.00 Postpaid

New England House

P.O. BOX 1121 NEW CANAAN, CONN.

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COLLECT your favorite Sterling Silver this budget-wise way! We carry all the patterns—by world's famous silversmiths such as Gorham, Towle, Wallace, International, Lunt, Heirloom, Tuttle, Whiting, Watson, Smith, Alvin. Order one or more place settings. Each Setting includes Teaspoon, Knife, Fork, Butter Spreader, Salad Fork, Soup Spoon. Pay $1.00 on receipt of each place setting, balance in 8 equal monthly payments. You pay nationally advertised price, no extras, no interest, no carrying charges, *no money down!* Included at no extra cost, roll with each 6-piece place setting. Start YOUR dreamed-of Sterling collection this easy, thrifty way. Use the coupon today. Odd pieces are available in all patterns.

© 1950 Spencer's Silver Suite



MAIL THIS COUPON NOW!

Gentlemen: I want to join Spencer's Silver Club. Please send me _____ place settings of _____ pattern. (Each setting contains 8 pieces itemized above) I enclose no money, but will pay $1.00 on receipt of each place setting, balance in 8 equal monthly payments.

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SPENCER'S SILVER SUITE "Silver Specialists for 37 Years"

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Look! $74.95 Buys ALL This!

10-Day FREE TRIAL Cash or Easy Time Pay Plan



EMRICK 5-in-1 MACHINE Complete with 1/3 H.P. Motor, Drive Pulley, V-belt, 7" Saw Blade, 5 Wood Drills, 6 Best Quality Lathe Turning Tools, 2 Steel Bench Legs, Buffing Wheel, 6 Abrasive Discs and Distic.

5 Complete POWER TOOLS for TURNING DRILLING SAWING SANDING GRINDING

EMRICK All PURPOSE SPECIAL Includes every item shown here except bench lumber

CHRISTMAS Gift Supreme

If he hankers to tinker with tools, then thrill him with this complete, ready-to-run, top quality home workshop. Combines 5 most useful power tools (Lathe, Drill Press, Circular Saw, Sander, Grinder) plus ⅓ HP Motor and ALL necessary accessories.

Everything required for working in wood, metals, plastics — making useful articles, attractive gifts — handling home repairs. Thousands of delighted customers — our 52nd year building quality tools.

Sold at factory-to-you price on 10-day Free Trial, Money-Back Guarantee. Christmas delivery assured. Write for **FREE literature** covering this $74.95 Special and our famous 5-in-1 Machine (still only $39.95).

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LAWN COASTERS

One of life's niceties, to make garden-tippling more comfortable. Rustproof enameled glass holders (24" high), to stick in the lawn by your chairs. They hold glasses firmly and conveniently; solving an important outdoor party problem. Six to the set in assorted colors of red, green and blue. **$2.45** a set postpaid. (No CODs please)

Send for free catalog of Smart Bar Accessories

the GAME ROOM

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PRESENTING "EGA-GLOW"s ORIGINAL SUN DIAL

An unusual and attractive gift. Perfect as a desk, mantel or table decoration. DIAL may be set at the hour of the occasion.

Beautifully engraved column in either the "Palmette" Design or "It's later than you think." Dial engraved in Roman numerals.

Measurements: 6⅜" high; 3⅛" Diam. Base
$7.50 each POSTAGE PREPAID
Specify design desired. No COD's Please

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MAHOGANY MINIATURES—PERIOD REPRODUCTIONS



For Doll House or Collectors
Honduras Mahogany—Scale 1" to the foot

Sheraton Secretary	$5.50
Grandfather Clock	3.40
18th Cent. Drum Table	2.65
Fireplace Mantel	2.25
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Queen Anne Wing Chair	3.50
Sheraton End Table	1.10
Cocktail Table	1.60

DECORATOR-DESIGNED ROOMS

For doll-house or display . . . Living-room illustrated, 19"x10" . . . Heavy cardboard, silk-screened in color, with parquet floor . . . 1.50 . . . Also available dining-room, bedroom, nursery, kitchen and bathroom, 1.50 each. Send for list of miniatures.

Postpaid No C.O.D.'s please Immediate delivery

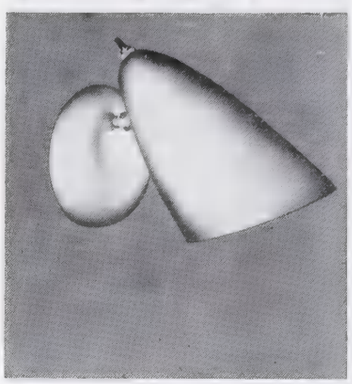
CHESTNUT HILL STUDIO Box 156 **Mamaroneck, N. Y.**



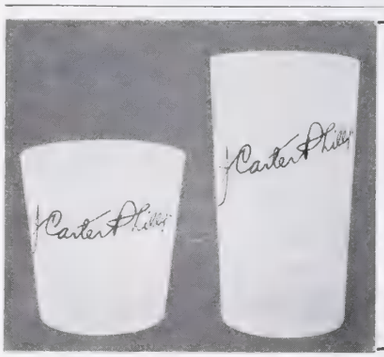
Window



SEA HORSE SERVERS. Salad is a twelve-month favorite in our house, so we're going to toss our number one specialty with these sea horse servers. Made of carved natural rock maple with a clear protective finish, they'd be wonderful for a party bowl of seafood salad. A man-sized 11" long, they're $10. North Bridge House, 901 N. Halsted St., Chicago 22, Illinois.



BRIGHT IDEA to hang over your husband's desk in the den, to shine on your sewing room table is this pivot pin-up lamp. You can use it for direct or indirect lighting, spot it up, down, or sideways. Made of heavy metal in metallic gray, green, Chinese red, chartreuse, bronze, or brass, it comes with a 6-foot cord. 8½" x 5", it's just $4.95 postpaid. From The Lighting Mart, Westwood, New Jersey.



GLASS WITH CLASS

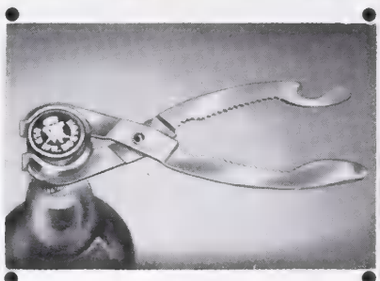
His own signature flourishes with great distinction across Highball or Old Fashioned glasses, and you'll look a long time before you find a gift to top this.

In Clear Glass, $10.50 a dozen.
In Frosted Glass, $12.50 a dozen.
State whether you want signature in either blue, black, brown, green or red. Person's signature must accompany order.

Allow 2 weeks for delivery.

THE SELDEN COOPER SHOP
George Vanderbilt Hotel, Asheville, N. C.

NEW! MIRACLE OPENER

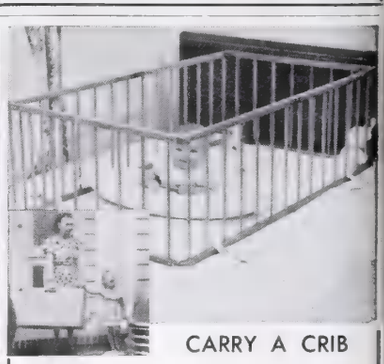


Postpaid **$1.95** *By Mail*

The third hand you wish for when it's time to open jars or bottles is this Miracle Opener. It will pull champagne corks, open screw caps, pry off vacuum tops, open Mason jars and even squeeze limes and lemons! Use as ice tongs also. Made of tool steel beautifully chrome plated. Will last a lifetime. Gift boxed with instructions. Only $1.95 postpaid. Money back in ten days if you are not satisfied. Order from this ad.

Send for FREE catalog of other gifts.

HAROLD-NORMAN
47 West 42nd St.
New York 18, N. Y.



CARRY A CRIB

Instead of staying home, you can take baby with you for a night, a weekend jaunt or long trip. The Kel-Art collapsible-Krib securely attached to any adult bed, cot or couch with its non-slip webbing straps provides a safe crib or pen for baby to sleep or play. When up, krib is 50 ins. long x 28 ins. wide x 20 ins. high. About standard crib size. Easy to set up or take down, a matter of seconds. Choice maple and birch in clear finish. Comes in suit case size carrying carton. Weighs approx. 8 lbs. Grandmothers love 'em. Thousands in use. Ideal gift for military parents—makes it easy for baby to visit soldier daddy. Prompt deliveries.

Postpaid $12.95—No C. O. D.'s.

KEL-ART COMPANY
P.O. Box 331 Ardmore, Pa.

Shopping



IN THE BAG you'll keep your silver salt and pepper shakers, and because the bag is made of tarnish-resistant Pacific Silver Cloth, your shakers will stay wedding-bright. It measures 7" x 7", has two separate sections, and a zipper closing. Just 85¢ each, but you'll want as many bags as you have pairs of salts and peppers. Postpaid. California Ways, 1132 N. B St., San Mateo, Calif.



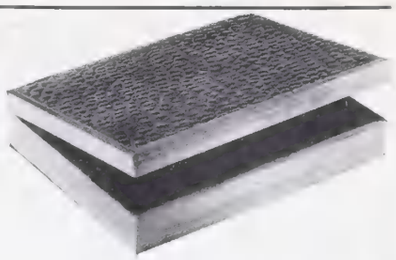
RIGHT ON KEY. Until we discovered the Perfect Key Ring, we carried two sets in our purse, one for house keys, another for the car keys. Now the whole batch slips onto this new ring. Car key detaches when you're leaving the car at the garage. Gold-plated, $1; 10k gold filled, $3.50; 10k gold, $12.50. ppd. Perfect Key Ring, 457 N. Canon Dr., Beverly Hills, Calif.

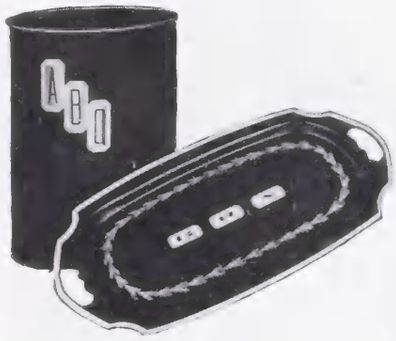


KEEP YOUR SILVER GLEAMING

and ready for use at all times. This stunning and sturdy silver chest is of solid walnut, rubbed to a glowing finish, has a genuine leather alligator grain top, tarnish resistant lining, felted base. A solid walnut bar with grooves for knives guarantees their staying in place. Holds full service for 12 — size 16 x 11 x 3¼.

9.95





THIS DECORATOR DESIGNED

waste basket makes a charming accessory. Of fine tole it features your initials on gleaming 18 kt. gold placques, outlined by hand painted gold borders. Smart . . . new . . . you'll be delighted with it. 13" high. Black, white, wine, celadon green (give 2nd choice). Print initials in order desired—

3.95

An equally attractive cocktail tray, with laurel design in gold, same treatment of initials. Black only. 20" long x 10¼ —

3.95

Dept. B11
Both Prepaid
Sorry No COD's

ELLISON'S
Box 284 Orange, N.J.

Let one of these genuine hand-cut

Crystal
CHANDELIERS

-add glamor to that special room!

Beautiful crystal chandeliers in so many styles and designs. You'll find one that is just right for your favorite room. Antique reproductions, styles, classic period and modern chandeliers, all these are available at unusually low prices.

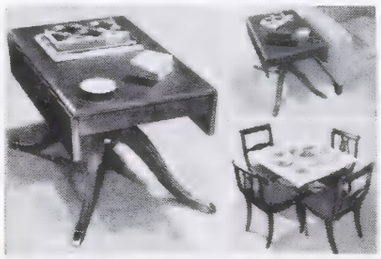




For example, the sparkling chandelier illustrated combines genuine hand-blown and hand-polished parts with finest imported prisms, and the price is only **$39.50**

Send check **LUSTROLIER, Inc.** 14 W. 45 St. N.Y. Dept. B

The COFFEE TABLE that "Twirls Up"



Beautiful Duncan Phyfe table rises from 19" to 29" to become a card, luncheon, end or occasional table by simply twirling the top. Locks at any height and will not wabble because of the precision tooled steel pedestal. Reeded legs tipped with antiqued brass claws. Top 18" x 30" with leaves down, 30" x 30" with leaves up. Available in hand-rubbed mahogany or honey-maple finish. Delivered $34.95 ($39.50 West of the Mississippi). Send Check or M.O.—no C.O.D.'s please. *Write for booklet of modern furniture at low cost 25c-refunded with first order.*

THOMAS CRAIG, *Craftsman*
Box 460, BRYN MAWR, PA.

WARDROBE AND CLOSET
Space Savers



MEN'S CLOTHES CADDY

Keeps hats, shoes, ties, always within reach. Saves valuable closet space. Fits any door—quickly and easily installed. Gleaming chrome finish.

Hat Rack holds 2 hats $1.00
Tie Rack, holds 20 ties $1.25
Shoe Rack, holds 3 pairs $1.35

POSTPAID, OF COURSE

FAMILY SHOE VALET



A shoe valet that really shows off your footwear at a glance. Non-slipping toe guards. Chrome-finished tiers—holds 9 pairs shoes. Screws to the back of any closet door.

Postpaid, only $3.50

SATISFACTION GUARANTEED

BLOCK COMPANY
138-B West 54th Street, Chicago 9, Illinois



NEW FUN FOR THE "TRICYCLE SET"

This "wrecker" attachment turns the old "trike" into a fascinating new toy of safe, instructive play. *Tach-A-Toy* fits quickly and simply on any tricycle to make it a sturdy "towing car." Of strong steel construction, painted bright red. *Tach-A-Toy* makes an ideal Christmas gift! Order TODAY! Send check or M.O. for immediate postpaid delivery . . . only

$4.95

THE TOY SHOP, INC.
1301 Fifth Ave.
Seattle 1, Washington

HAVE A POPPING GOOD CHRISTMAS

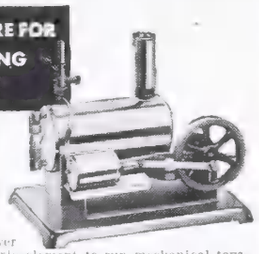


A Gift for the whole family
110-115 VOLT AC-DC Electric Corn Popper

Now you can pop big lustrous kernels. See them pop through glass cover. So safe and simple a child can operate it. No shaking. No stirring. Brilliant aluminum. Transparent cover. Big two quart popping bowl lifts out for serving.

$4.95
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FUN GALORE FOR BOYS YOUNG AND OLD!



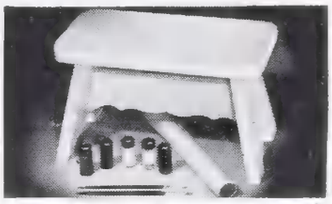
110 Volt AC-DC Toy Steam Engine

Real sport absorbing, educational! Quick power from quality electric element to run mechanical toys. Clear-toned whistle. Filler stack has safety valve. Safety-approved by underwriters. Precision-made, with chrome-plated boiler, brass moving parts. Heavy duty cord.

$8.95
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ORDER BY MAIL TODAY! SEND CHECK OR MONEY ORDER!

THE HAINES CORPORATION
Dept. HB6—701 Third Ave. S., Minneapolis, Minn.



BUY THIS . . . MAKE THIS

Kit includes stool, 2 attractive patterns, instructions, 4 colors paint, 1 thinner, 2 brushes. Order today! Send check, cash or money order. No COD's.

STEARNSWOOD SPECIALTIES
P. O. BOX 72 ■ HUTCHINSON, MINN.

PAINT IT YOURSELF

A welcome gift! Sturdy pinewood stool, ready-painted with 2 coats of white. Add colorful peasant decoration yourself! It's easy! It's fun! Stool and complete kit . . .

POSTPAID **$3.95**





SELF ATTACHING WINDOW SHELF

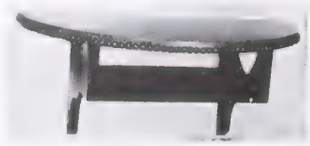
Fastens to the window sill without screws or nails. Merely slip the flange between the window and the sill and you have a sturdy 6" shelf on which to place plants, electric fan, etc. Window may be left open, closed or locked. Made of rigid steel with rolled edges and finished in a glossy durable baked white enamel. Size 23" long 6" wide.

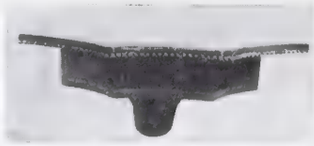
$1.25 Postpaid

2 for $2.40

Write for free catalog.

Send remittances to:
BLACK & FISCHER, INC.
43-66 Bowne St., Flushing, N. Y.


B


A


C


D

Special Prices On Practical Xmas Gifts!

A. Here is a corner telephone shelf, well constructed, birch wood finished in ebony or mahogany. Comes in Boltertex leather, red or green, with antique nailheads. 23¾" wide—17" deep—12" high for only. **$11.90**

B. Wall telephone shelf, excellently constructed, birch wood finished in ebony or mahogany. Comes in Boltertex leather, red or green, with antique nailheads. 21½" wide—12" deep—9¾" high for only. **$11.90**

C. Luggage and tray rack, well constructed, seasoned wood in mahogany, maple or black. 13" wide—22" deep—20" high for only. **$5.00**

D. Folding gin rummy and snack bar, durable construction, birch wood finished in ebony or mahogany. Comes in Boltertex leather, red or green, with antique nailheads. 19" x 24"—27" high for only. **$14.95**

NO C.O.D.'S, PLEASE

PICWOOD GALLERIES
70-44 Austin Street
Forest Hills, L. I.



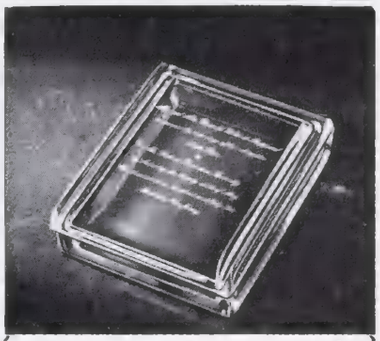
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Shoots continuous bursts of dense, handsome smoke rings—big, fast ones or small, slow ones. Safe, harmless, non-toxic—no fire or fumes. Sturdy streamlined plastic gun has quick trigger repeater for rapid action. With Super-Ammo Pellets for 1500 smoke rings. **$1.95** postpaid

Include 6c for Sales Tax if in Ohio

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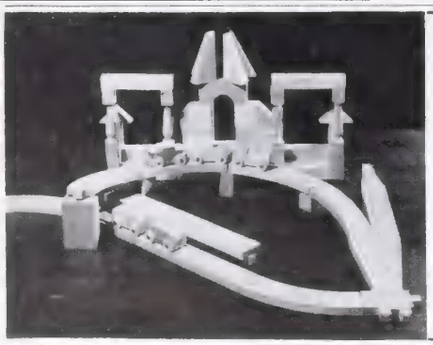


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Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5¼" x 4" x 1½". Gift-boxed and sent directly to the bride, if desired. Delivery in about ten days.

$7.95 *postage prepaid*
No C.O.D.'s, please

HOLIDAY HOUSE
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GOOD-OLD AMERICAN BLOCKS & TRAINS FOR CREATIVE PLAY

Educational! Fascinating! A combination of beautifully finished building blocks, train of cars and tracks all made of hard maple wood. **STIMULATES** imagination. **SATISFIES** "put together" and "take apart" desires. **DEVELOPS** skills with fingers.

Set A: (partially illustrated) Consists of blocks, straight & curved tracks, switches, cars, etc. **$12.95** postpaid.

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Make delicious, rich, creamy, old-fashioned ice cream at home in 15 minutes. Freezes up to 4 quarts of cream. Operates on AC current like any home appliance. Just plug it in! Built for lifetime, trouble-free service. Money-back guaranteed.

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America's Largest Manufacturers of Home Ice Cream Freezers
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Window



UMBRELL-O-GRAM. An um brella is fast becoming an im portant fashion accessory, so w show you this handsome one tha comes hand-painted with you monogram. It has a Prince o Wales twisted crook handle, i made of silky taffeta on a 16-ri frame. In black, forest green Kelly, brown, wine, or red, wit contrasting monogram, it's $6.9 postpaid. Umbrell-O-Gram Co 243 West End Ave., New York 23



CANASTA RAISES A THIRST, particularly when count of 120 and a frozen pac induce high tension. So take breather at the crucial momen and steady your nerves with glass of icebox-cold beer. Thi good-looking copper set include a 2-qt. pitcher, four 14-oz. mugs and a 12½" round tray. The se is $11.50. Mugs alone, $6 for 4 Ppd. Adelman's. 131 Liberty St. New York 6, N. Y.

FOR HER—a distinctive Christmas Gift—a monogrammed Nylon sweater made of fine woven nylon, soft as cashmere. In colors of white, black, maize, toast, navy, winter green, cherry or brown. With her first name or three letter monogram embroidered on sleeve, free.

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JANSS Dept. 200
165 Market Street, Perth Amboy, New Jersey





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For the first time a practical lightweight electric hedge clipper for gardeners, homeowners, caretakers which will with a mere wave of the wrist, trim any hedge, bush, or prune trees to the desired height or form, ideally suited for edging lawns, or trimming the hard to get to places under trees, bushes, fences, in and around flower beds, rocks, etc. Does away with all scissor jobs. Sold mail order only

Only **$17.95** *sent postpaid.*

Fully Guaranteed. Finest Quality Construction.

Apex Manufacturing Lab.
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FIRST SHOWING!



RADAR—the car with the mechan ical mind. This wondermobile steers itself. Race i on a table and marvel as it avoids all obstacles — silverware, dishes, glasses, even a pin. You expec it to topple over the edge, but the miraculou RADAR CAR backs up and goes the othe way. Fascinating — and beautiful, too, with its sleek lines and jewel-toned finish. Over 6 inches long of heavy gauge steel with brake, starter, rubber tires, chrome trim and headlights.

only **$2.98**



UNBREAKABLE XMAS BALLS. Glittering set of five multicolored plastic XMAS balls, banded as shown, or diamond cut. You'll want both sets for variety. **$1.00**

$1.00

Remit with order, we pay postage or C.O.D. plus postage.

THE TOY CHEST, Dept. H, 408 – 2nd Ave., N.Y. 10, N.Y.

Shopping



WHAT'S HER NUMBER? Why it's right on the tip of her toe if she's wearing Wickees. Black suede ballerina shoes come hand-painted in any color with the young charmer's first name on one shoe, phone number on the other. We can't think of anything that would be more fun to give that teen-ager on your Christmas list. 3½ to 9, medium or narrow width. $5 ppd. No c.o.d.'s. Wickees, Northport, N. Y.



LOK-IT-FRESH seems to be the happy solution for preserving the freshness of packaged foods. A smooth metal clamp slides easily over box or bag after the top has been removed. It seals freshness in, keeps dirt and moisture out. Grand for dry cereals, crackers, potato chips. 3 sizes fit every box and bag. One dozen, 4 each of 3 sizes, for just $1. Postpaid. Benjamin W. Gammon, 215 E. 22nd St., New York 10.





ROSEBUD OVAL MIRROR

Charming creation reflecting exquisite taste. Easel-backed, stands decoratively on dressing table. Venetian white frame of Syroco wood gracefully carved with floral motif finished in natural colors. Overall size 17" x 13".

$5.95 *(plus 50¢ postage)*

SCULLY & SCULLY, Inc.
"The Smart Gift Shop of New York"
506 PARK AVE., NEW YORK 22, N. Y.
Send for Xmas Catalog



Colonial Adaptations in Pine
Gifts of Beauty and Charm
So Practical, Too!!

Hand Stained and Waxed

MINIATURE DESK to keep one's stamps, paper-clips, rubber bands, etc. at handy reach. 3"x5"x5". $2.50.
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PRECIOUS MINIATURE CRADLE to add to your collection. Perfect for small flower arrangements. 4½"x2½"x½". $1.50. (Fitted copper water pan, 50¢ extra.)

Postpaid. No C.O.D.'s.

THE WORK BENCH
P.O. Box 161 Ossining, N. Y.

You've Never Tasted
PECAN POKES
(Trade Mark)



$2.25 a box postpaid

But folks around here know all about our good candy! Imagine the largest pecans you've ever seen, the crispest toasted clusters, the most tantalizing caramelized flavor—that is Pecan Pokes, possible only by small quantity cooking such as we do.

As right for bridge or following dinner as for just plain nibbling when you're "fagged." A non-sticky candy you'll be proud to offer your guests.

Freshness retained in a sealed, reusable refrigerator bag within a charming box designed for your coffee table.

If not pleased, your money back. Full pound, 150 pieces, $2.25 postpaid.

JANET FORISTER
Dept. 8-C, Bloomington, Ill.
Send boxes Pecan Pokes @ $2.25 a box. Send for FREE CIRCULAR.
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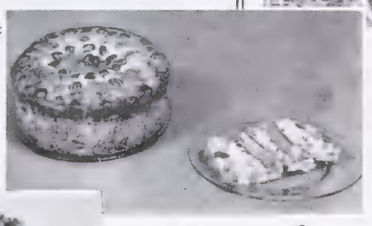


TRY BLANCHE GEISS' BONNIE BOUCHE

. . . a superb solution this wintry season for dessert parties, family or party dessert. BLANCHE GEISS Fruit Cakes have always been masterful delicacies and this new Bonnie Bouche Fruit Cake Confection is rather a deluxe edition—on the theory that if you love Fruit Cake, you'll like it better with extra heady portions of glacé cherries, pineapple and nuts. These are brandied and aged to enhance their delicious flavor. Order today for prompt parcel post shipment.



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famous baked delicacies
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White Fruit Cake (opposite) is as light and spicy, rich with glacé fruits and nuts as dark cake is robust with its aged and brandied flavor. Both, $1.75 the pound from 1-10 pounds in oblong or round sizes.

White or dark Cocktail Fruit Cakes, delightful single cake portions in individual glassine cups are delicious gifts. $3 the box of 14, $5.50 the box of 28, $8.50 the box of approx. 50.

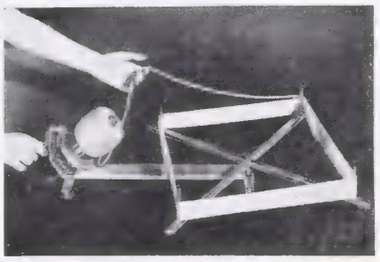


WILD DUCK WALL PLACQUE

Exclusive with China Hall. An ideal gift for sportsmen and lovers of nature. Measures 8¼ in. in diameter and is ready to hang. Background of Mist Grey with raised brown duck in flight.

$1.75 Each POSTAGE PAID
No C.O.D. Immediate Shipment.

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PROFESSIONAL
YARN WINDER

Just turn the crank. Winds 240 feet of yarn in 2 minutes! Takes any size skein. Metal construction. Folds compactly. Wonderful Christmas Gift. Guaranteed.

RUSH
Postpaid only **$2.95**
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The Artisan Galleries
Fort Dodge, Iowa

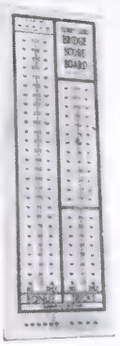
Christmas Music from Bethlehem



From "The Christmas City" comes this unique gift, an album of 3 10 in. records, containing 2 old Moravian hymns, and ten of the best loved chorales from Bach's "Christmas Oratorio" sung by the famous Bethlehem Boys Choir, nationally televised last Christmas Eve. Delivered anywhere in U.S. PREPAID, INSURED, and with GIFT CARD, now **$2.50**

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IDEAL GIFTS FOR CARD PLAYERS.
Designed by World Card Authority
SIDNEY S. LENZ.

BRIDGE

Records every possible score in Contract Bridge. At-a-glance visible scoring in sight of each player. Eliminates pencil and paper. Bridge rules by LENZ. Fine polished Maple.

Gift boxed Postpaid **$2.00**

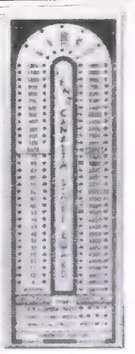
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Simple to operate. Keeps accurate count all points and base scores. Eliminates pencil & paper. Simplifies adding large numbers. Plastic markers & Rules. Hard polished Maple.

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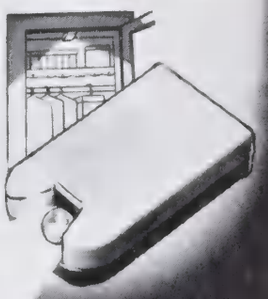




Kiddie Clothes Rod

Hangs from grownups' closet rod and holds child's whole wardrobe. Adjusts to any child's height. Of aluminum. 24" rod hangs 27" from one above. Four height adjustments. Order one to add extra space to your closet, too. Order No. H4067. **$1.95** Postpaid.

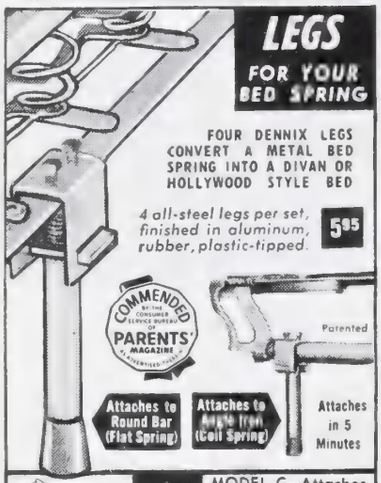
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Closet Light

Automatically lights when you open your closet door! Ends groping with lighted matches. Mount the two-tone plastic case on top door jamb. Two penlite batteries included. Order No. H3761. **$1** Postpaid.

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LEGS FOR YOUR BED SPRING

FOUR DENNIX LEGS CONVERT A METAL BED SPRING INTO A DIVAN OR HOLLYWOOD STYLE BED

4 all-steel legs per set, finished in aluminum, rubber, plastic-tipped. **5.95**

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

Patented

Attaches to Round Bar (Flat Spring) | Attaches to Angle Iron (Coil Spring) | Attaches in 5 Minutes



Box Spring

MODEL C—Attaches to Box Spring . . . hardwood finished mahogany, walnut, maple or blonde . . . with steel non-rip plate to protect ticking. Set of 6 ..... **5.45**

Send check or money order. Money refunded in 10 days if not fully satisfied. We pay postage.

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MONOGRAMMED COASTERS



Handsome set of 8 monogrammed coasters. Their double personalities will delight you . . . serve equally well as attractive coasters or ash trays. Made of decorative aluminum; personalized with raised initial. Only $1.95 per set prepaid. Send check or money order. Money back guarantee. State initial.

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TWIN HURRICANE LAMPS



Only $1.00 A PAIR

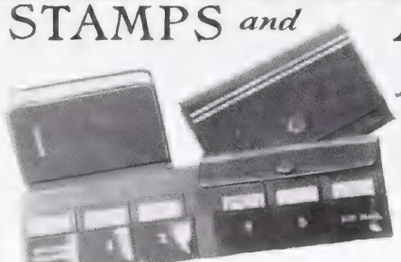
Dine in soft, romantic candlelight! Place a quaint miniature Hurricane Lamp before each plate setting. Light them just before you seat your guests and hear exclamations of praise! Each lamp 6 inches high. Base and tinkling prisms of unbreakable clear plastic. Glass chimney, complete with candle. Can be used on tables, knick-knack shelves, and bureaus. Only $1.00 per pair. 6 pairs for only $5.50. Send check or money order. Money back guarantee.

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STAMPS *and* ADDRESSES

- IN ONE -

A Natural Combination

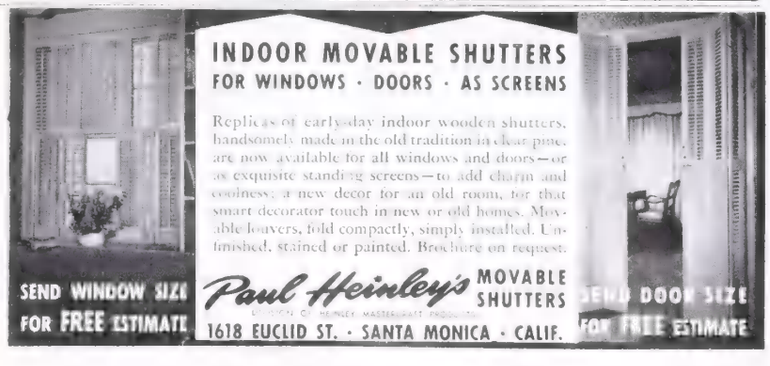


When you write to the addresses in the little indexed address book you use the stamps in the little compartments. Logical, isn't it? Calf finished cowhide — red, green or brown—gold tooled. 3¾ x 2¼ x ½ inches $2.00

Free catalogue of other items sent with your order or on request.

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INDOOR MOVABLE SHUTTERS

FOR WINDOWS · DOORS · AS SCREENS

Replicas of early-day indoor wooden shutters, handsomely made in the old tradition in clear pine, are now available for all windows and doors—or as exquisite standing screens—to add charm and coolness, a new decor for an old room, for that smart decorator touch in new or old homes. Movable louvers, fold compactly, simply installed. Unfinished, stained or painted. Brochure on request.

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Paul Heinley's MOVABLE SHUTTERS

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Window



FRUIT CAKE CONFECTION. A de-luxe fruit cake, with extra-generous portions of glace cherries, pineapples, and nuts, has been aged in brandy. Serve thin slices of it with port or sherry while you're trimming the Christmas tree, and the job will turn into a party. 1¾ lbs., $3.75; 2½ lbs., $4.95; 4 lbs., $7.95. Ppd. Blanche Geiss, 904 Bayard Park Drive, Evansville, Ind.



GLAMOR TWINS are gay travelers. Two zippered cases, 3" square, are velvet lined, and one is stocked with needles, thread, thimble; the other holds your jewels. In quilted rayon taffeta, sprinkled with glittering sequins, they come in reseda green, kelly green, wine, rose, light blue, navy; or in bridal white with pearls. $3.50 postpaid. Hall Galleries, Albert Steiger Co., Springfield, Mass.

Guaranteed to Make Life Easier for You

At Christmas—All Through The Year

E-Z-Damp Eliminates Sprinkling Clothes! Laundry bag—dampening bag! Put your soiled clothes into plastic bag. After they're washed and dried—toss them back—add a cup of water—and in a few hours they're *evenly* dampened ready for ironing! Stay moist for several days without mildewing. *Quilted*, drawstring top, for easy hanging. Will last for years. 34" long. Blue, Green, or Silver. Postpaid, only $1.50.

KUT 'N SERVE Cuts and Serves Your Cake! Cut your cake and serve it, too! No need to do a balancing act when you use Kut 'n Serve. Just press the stainless steel blades down to cut a wedge of cake. Then press the handles gently together and lift the piece of cake. Ready to serve intact! Handles are ivory plastic, shaped to fit the hand. Server approximately 12" long. Practical Christmas gift. Postpaid, only $1.95.





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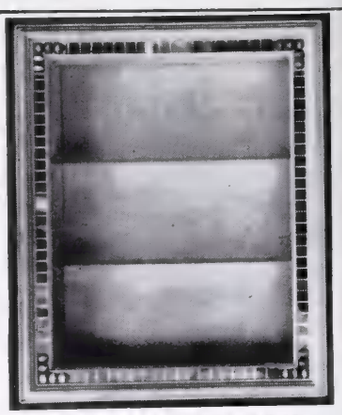
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PURSE SCRIBBLERS

With Name or Monogram

Here's an easy way to remember! Keep phone numbers, shopping lists and dates at your fingertips in these handsome memo pad Purse Scribblers. Covers personalized in gold make them distinctly yours. Stick one in hubby's vest pocket and see how much better he remembers, too! 12 pads—enough for months and months!—in deluxe gift box, postpaid ..... only **$1.00**

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THE SHADOW BOX
A popular gift for XMAS

Available in 3 finishes—MAHOGANY, MAPLE or BLOND. A choice of 2 styles, the upright No. 113 with two wooden shelves or the oblong No. 113A one shelf. 14x17 overall—2½' deep. 11x14 mirror back with a beautiful ½ inch mirror baguette border. **Price $6.00 each**

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Shopping



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THERE'S NOTHING LIKE A SKIRT, if you're bound for a southern holiday. With an evening sweater and gold jewelry, this one becomes a sophisticated dinner costume. With a halter top and thong sandals, it goes to the beach club for lunch. Of washable cotton, it comes in pale rust with hand-blocked Grecian design in black, small, medium, or large, $14.95 ppd. Muriel Duncan. 321 Ninth Ave., Haddon Heights, N. J.



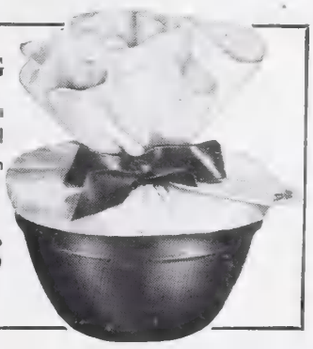
Brandied PLUM PUDDING

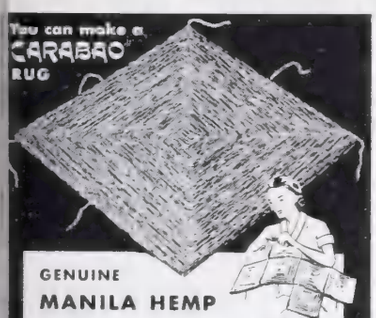
For holiday giving and serving. Made from a treasured family recipe... rich with fruits and spices, mellowed with old brandy. In maroon china bowl. 2 lb. **2.50** Postage 32¢ additional.

... For helpful gift suggestions write for booklet "Trainloads of Christmas Cheer"

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GENUINE
MANILA HEMP SQUARES.... only 40¢ each

Full 12" genuine Manila hemp squares tightly hand woven by Philippine natives. You'd pay 75¢ a square in stores. Wear for years, vacuums easily, washable. Simple directions for tying attached hemp ties to make any size rug. Just add squares to increase size. Or we will make rug size you wish and send postage collect. Mail check or money order . . . only 40¢ per square postpaid untied . . . 40¢ per square postage collect if sewn together.

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DUAL PURPOSE

This little pot does double duty. Holds that "spot of tea" or keeps your syrups closely covered for a return engagement. Capacity—two teacupfulls; is non-drip. Wonderful for the invalid tray and a dozen other uses you will be sure to find for it. A vitrified FERRO-STONE CERAMIC. Jewel like glazes with artistic shadings. IVORY, YELLOW, TURQUOISE, GREEN.

$2.75 ppd. In U.S. State 2nd choice of color. Send check or M. O. to

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A Tonic for Marred Furniture



REVIVA **by Jackson of London**

NO NEED to worry if you have rings from alcohol, heat or water on your table—nail polish, perfume or liniment on your dresser—ink or paint on your desk—mars on hardwood floors. Just apply REVIVA and most stubborn surface spots vanish like magic. Revives original color and grain of wood. For all dark or light, varnished, shellacked, lacquered and waxed surfaces.

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REVIVA *A Triple Action Tonic For Marred Furniture*

REMOVES stubborn surface spots
CLEANS dirt and grime
POLISHES to a fine greaseless lustre and covers minor scratches

Use "Patina" Jackson of London English Type Wax (Paste)

A decorator's polish to restore and retain the patine of precious pieces. For all wood and leather. Special BLOND for light woods. $1.25 jar; $1.75 double size.

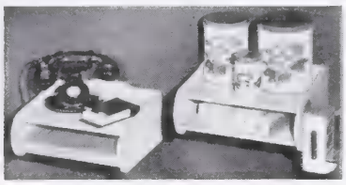


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Money Back Guarantee. Sorry, no C.O.D.'s. Send for catalog

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A boon for folks who like their whiskey straight. Just pour your chaser in first, and then float the liquor on top. They won't mix—because of the Mae West shape of the glass. Thus you get the drink first and the water chaser follows—painlessly. **$3.00** set of 6, postpaid (No CODs. please).

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Ladies and gentlemen be SEATED . . . in REAL COMFORT, with a feather-soft vinylite AIR CUSHION. Great for football, basketball games, ALL sporting events! Inflates in seconds to just the right softness . . . takes less air than a toy balloon! Large, comfortable size— yet **folds to fit your pocket or purse!** Give COMFORT this year—give an AIR CUSHION! Order NOW!

Money-back guarantee.



Weighs only 4 ounces

P. M. AIR CUSHION CO.
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Window Shopping



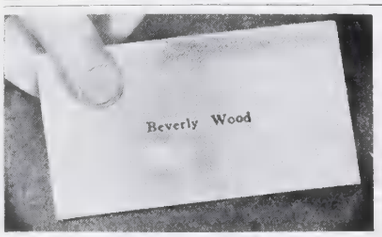
Again, one of the most beloved of all patterns —PLUMMER'S CHRISTMAS TREE. Brings a glow to every heart at this most joyous season of the year. The tree, laden with gifts, is resplendent in natural green with brilliantly colored decorations. Green banded rim. Dinner Plates, doz. $27.00; Luncheon Plates, doz. $22.00; Bread and Butter Plates, doz. $13.50. Tea Cups and Saucers, doz. $32.00; Breakfast Cups and Saucers, doz. $36.00; After Dinner Cups and Saucers, doz $30.00. Open stock. Plummer's famous Christmas Tree Hi-ball or Milk Glass, also in glowing colors, doz. $15.00.

Another Yuletide favorite, exclusive with Plummer, Christmas Candle glass. On one side, a symbolic pattern of bright candles amid glossy green holly leaves and red berries. On the other, provocative mistletoe. Gold edge. As shown, Stem Cocktails, doz. $18.00; Hiballs, doz. $13.50; Hollow Stem Beer Goblets, doz $36.00.

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For Little Men and Little Women

Kiddie Calling Cards

Such a clever accessory for "Playing House," "Tea Parties," or visits to Grandma's. Boys and girls love their own Calling Cards, and these are scaled down to just the right size. Printed on the same quality paper as many formal cards. Thrill every child on your Christmas List with Kiddie Calling Cards.

100 Cards, ppd., only $1.00

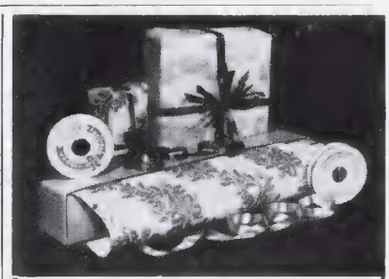
In Simulated Leather Case

Please print plainly

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GIFTCRAFT CO.

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Very economical—Use only what you need. Wraps extra large package or tiny one with no waste. Heavy quality paper 100 feet long and 20" wide. Choice of figured Xmas Motif or Stripe combining red, green and silver. Also lovely year round pattern in pastel colors. Cutter Edge box. **$2.95** Ppd. PER ROLL

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USE IT OR GIVE IT! **$1.00** Ppd.

No C. O. D.'s, please

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STEP ON IT, and if a little foot should happen to step on the spider that frightened Miss Muffet away, it serves the spider right. Wonderfully thick, washable chenille rugs are 24" x 48". Beside a girl's bed, the Miss Muffet tufted design on a pink or blue ground. For boys, the Little Ranger on blue or tan ground $9.95 each, ppd. No c.o.d.'s. John Hand. The Rug Man, 458 S. Salina St., Syracuse, N. Y.



BAMBOO RAFTS are superb "under-dogs" for your Christmas poinsettia plant, your vases of holiday flowers, the Sunday morning coffee pot, the hot roast platter. The color and texture of the bamboo, and the decorative way the sticks are laced together make them practical beauties for *any* house. Largest is 12" x 7½", smallest 7" x 4¾". Set of 4, $3.85 ppd. Baker's, 1532 Sansom St., Philadelphia 2, Penna.

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As lovely and lasting as sterling, but with a wonderful difference. Diamondware never tarnishes! Guaranteed to stay like new for 100 years with no polishing. Comes packed in natural hardwood or silver gray Butler's Tray in 2 lovely patterns. Specify choice of pattern and tray.



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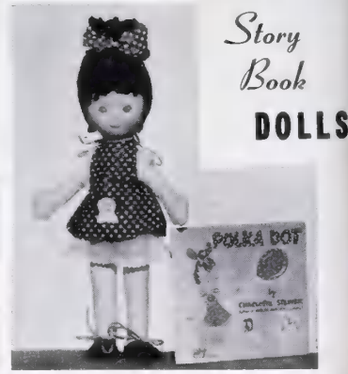
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I looked at the range of rich decorator colors and patterns. I felt the soft warmth of the Boltaflex material. Who'd think you could afford them on a button-budget!

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Platform rocker and ottoman in deep red BOLTAFLEX *for the man of the house.*

Dinette in washable Pearlized BOLTAFLEX, *matching the chairs to the table top.*



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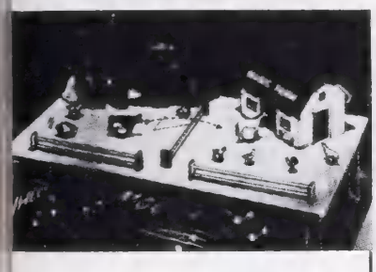
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. . . to grace the center of your holiday table. Made of glistening aluminum foil, you have your choice of Green, Red, Gold or Silver. You'll adore the 24 tiny, colored ornaments which hang from the tips of the branches . . . you'll talk about the way it reflects your candlelight. Yes, it's fireproof and may be folded and reused from year to year. You'll love it . . . for yourself, for gifts. 12" high; 10" wide. Please state 1st, 2nd and 3rd color choice.

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Each additional tree in any one order, $1.00 each ppd.
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ORDER NOW FOR CHRISTMAS

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Now, your favorite little girl can *be* a little doll! Send in her picture (full face)—we'll send you a 10½-inch cut-out doll with reproduction of her face on it in full color. With it she gets a complete wardrobe of 18 costumes—9 in color and 9 to color. Photo returned intact. $2.00 postpaid. Every little girl can now have a "Twin"!

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YOUR OWN NAME OR ANY NAME MOLDED PERMANENTLY IN THIS COLORFUL RUBBER DOOR MAT

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Large 18" by 28" size.





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7,000 RUBBER SCRAPING FINGERS clean automatically — self draining—Give a beautiful Mitchell Mat for Christmas — give one to yourself. Makes every doorway more attractive, keeps dirt out, shortens housework.

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I will pay postman $5.45 and small C.O.D. and postage charge when it arrives. If not satisfied I may return it in 7 days for prompt refund.

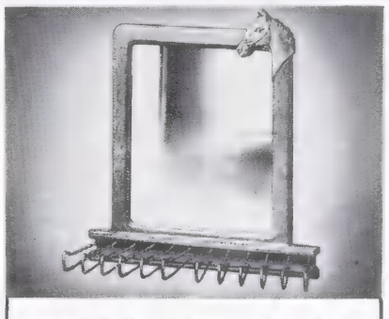
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This year have a tree that'll thrill your family and friends!



JUST PICTURE THIS: your tree fully-lighted and revolving slowly while a genuine Swiss movement plays well-known Xmas carols. It really adds to the holiday spirit! Built by expert craftsmen. Powerful but quiet electric motor turns tree and operates musical movement. No winding. Plays two tunes. Separate controls for motion and music. Adjustable for trees up to 9-ft. in height. Ball bearing movement. Chrome plated housing; attractively finished base. Overall dimensions: 13" x 13" x 9" (high). 115 V A. C. only. Revolving tree spindle has plug for your tree lights.

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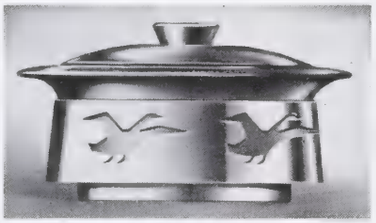


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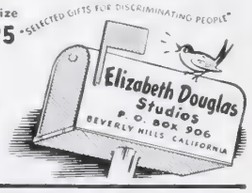
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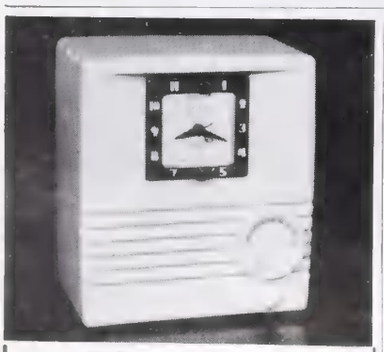
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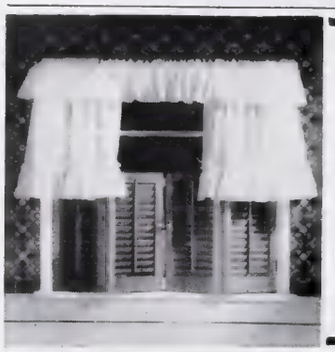
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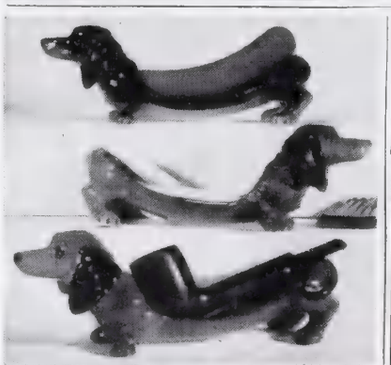


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for WIENIES, CIGARETTES, ASH TRAYS, *PIPES, PINS, CLIPS for man, woman, boy, girl

*Special groove for pipe holder

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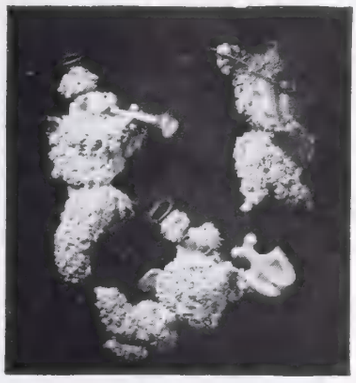
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Shopping



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EVERY bride will cherish this unusual gold-plated, velvet bottom tray for permanent display of wedding invitation. We are originators of this very popular and inexpensive gift. Nice for graduation and birth announcements. Send us invitation, your card and mailing address. *Tray packed in gift box and shipped promptly anywhere in U. S. for $4.25 postpaid.* No C. O. D.'s.

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WASHES DISHES IN *HALF* THE TIME!

You don't have to soak your hands in greasy dish water with the QUIK-SUDS dishwasher. Just attach to faucet and zip through your dishwashing. Nylon brush washes dishes, glasses, silver sparkling clean—drain dry—ready to put away! Just press button for foamy suds, release it for rinse. Insulated plastic handle is heat-resistant. It's real fun to use—makes dishwashing a pleasure.

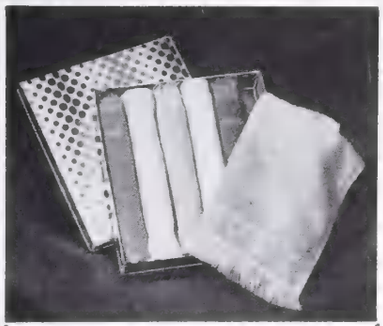
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FASHIONABLE fingertip towels, 11" x 18", always are in great demand as gifts during the holiday season. Every hostess can use scads of them for guests and for traveling. Launder like a charm and no ironing required. Set of 6 in gay assorted colors in a swanky gift box—a practical gift, certain to be appreciated. No C.O.D.'s please. Order early—supply is limited.

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A COWBOY ROUND-UP

to delight every youngster

SOMBRERO and BOOT



hand painted in natural colors on this tole wastebasket will decorate the youngsters' rooms and teach them tidy habits. 13½" high, grey or green background. **3.50**

CORRAL LAMP

A stalwart cowboy with lariat rides a bucking bronco inside the fence post corral. Cactus style of all metal lamp is cleverly carried out in matching colorful design on parchment shade. 14" high.

8.50 complete



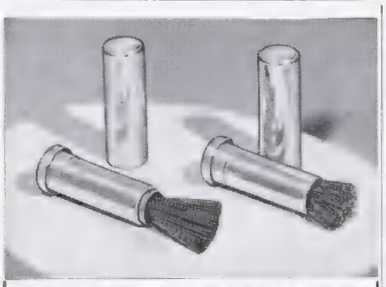
COWBOY and COWGIRL

Both are togged out in authentic dress. Their china bodies have movable heads and arms, eyes open and close. For "quick on the draw" appeal, pistols are removable from holsters. 8" high.

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- *Powder Flicker!*

You'll find these Whisk Sticks as indispensable as your lipstick! One stick's a clever suede brush; the other, a lint and powder flicker. Tuck them in pocket or purse—proudly use them anywhere! Rich gold plated cases — fitting companion pieces to your fine cosmetics. Pretty pair to give for Christmas—your friends will love them.

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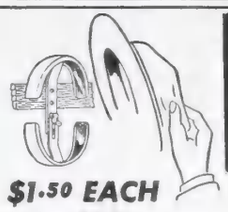
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As Low as **20** for **$1** *plus 10c shipping*

Your family and friends will cherish a Christmas greeting made from your favorite photo of baby, home, family, pet, etc.! FREE SAMPLE CARD will convince you! Send snapshot negative, plus 3c stamp to cover mailing. No obligation! Neg. returned. (If no neg., we will make from your photo — 35c.) Folder showing many attractive greetings you may choose. FREE offer expires Nov. 30th. Satisfaction guaranteed. *Write today!*

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$1.50 EACH
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Metal construction—chrome plated metal—a wing nut adjusts holder to any hat size. Fastens neatly to door or wall.
"Made to fit the desire of the well-groomed man."



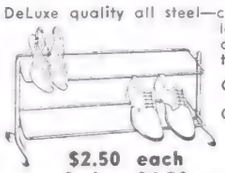
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Holds 5 garments—ends slipping, falling, crumpling of trousers, skirts and slacks. Reduces pressing bills—adds life to clothes. It's a durable all metal multiple hanger—garments are quickly slipped on and off spring steel clips. Holds trousers by cuffs and skirts by waistband. Saves space—keeps wardrobe neat and tidy. Designed to meet the requirements of the most discriminating.

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Matching Draperies $7.95 Vanity Skirt $5.25

(Prepaid anywhere in the U.S.)

Add that Personal Touch to your room with our custom made Tuft-Wick Coverlets of Colony Cloth, a heavy home-spun-like fabric. Monogram, first name, surname, Sorority, Fraternity, or School insignia. Matching draperies and vanity skirt complete the ensemble.

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Draperies, prs. ..... Vanity Skirt.....
Monogram or Name on Coverlet

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(If monogram, underline last name for center initial)

Other Insignia.....
Natural Background with Vat Dyed Trim in:

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DESIGNED ESPECIALLY FOR YOU

At last—two new decorative and unusual designs for candlestick holders—these absolutely fabulous dragons will make a distinctive gift—a treasured possession in your own home—perfect in period or modern settings. Choose one of each or two alike to make a pair—about 5½" high, 5½" wide—

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A charming compliment to all your Holiday entertaining, these unique lantern decanters are authentic reproductions of the famous lantern that hung in Boston's Christ Church and warned Paul Revere of the British advance! Expertly executed in black wrought iron with red or green (starboard or port) bottles, they hold a full quart. For an unusual effect light lanterns—bases contain standard size batteries! Height 10¾". Makes an unusual Christmas gift! Just $7.95 each. $15.50 the pair, postpaid.

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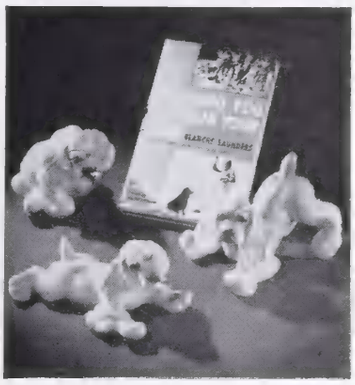
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. . . From Colonial Days!

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Note the handsome, sturdy, dull-black-finish cast stove base reproduction on this solid coffee table! Will last a lifetime. Available with solid Cherry, Mahogany or Pine top. Alcohol proof. Wonderful as a fireplace bench too! Weighs 27 lbs. 36" long, 18" wide, 17" high. Permanently pleasing. Satisfaction guaranteed.

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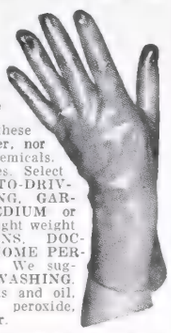
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Read in bed by the soft light of this beautiful lamp—while listening to your favorite music! A glareless tubular type bulb with a frosted curved lens built right into a magnificent 5-tube radio that's tops for tone and volume. Compact, smartly designed unit 9½" long and 5½" wide. Choice of Ivory or Walnut finish. Equipped with flexible brackets that fit any size bed. Complete broadcast band coverage, operates on either AC or DC. (State finish desired.) Sorry, no C.O.D. Send check or money order.

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THE NON-IRRITANT, SENSITIVE GLOVE.

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NON-ALLERGIC, because these *pure* gloves contain no rubber, nor questionable nor unclean chemicals. Sizes 6 to 10, incl. ½ sizes. Select your HOUSE, FISHING, AUTO-DRIVING, MASONRY, PAINTING, GARDENING, gloves from MEDIUM or MED. LIGHT WEIGHTS. Light weight available for BEAUTICIANS, DOCTORS; PHOTOGRAPHY, HOME PERMANENTS and SURGERY. We suggest med. wt for DISHWASHING. Withstand boiling water, gas and oil, concentrated sulfuric acid, peroxide, lye, cosmetics & dry cleaner.

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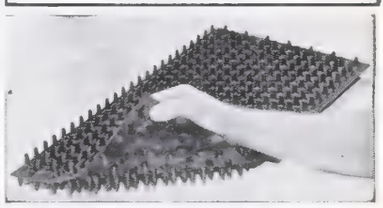
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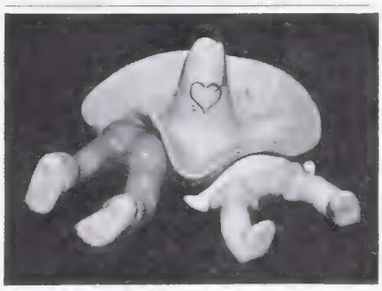
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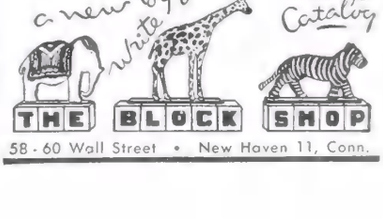


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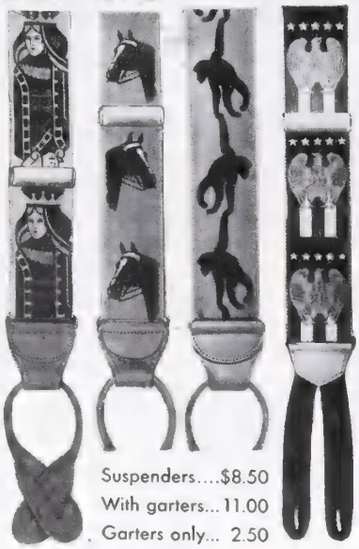
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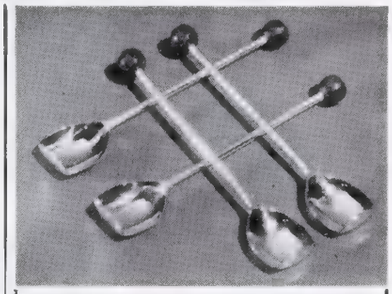
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Shopping



DON'T SPEC-ULATE about here you put your glasses. Keep 'em in the new and eye-catching Spec-Rest. Made of gold-tooled florentine leather, it swivels in any direction, has a non-skid base. Wonderful for desk or night table, it comes in brown, red, green, blue, maroon, ivory, tangerine, gold, green, copenhagen blue, beige parchment, dusty rose. $7.95 ppd. Mark Cross, 5th Ave. at 55th St., New York.



DUTCH TREATMENT for your breakfast nook, kitchen corner, or sunroom wall, are these brackets done in a tulip motif. They're Pennsylvania Dutch design and one holds a tiny flower pot for miniature ivy, the other is a small show-off shelf. Enameled in a combination red, green, and yellow on aluminum. Planter $1.50; shelf, $1.25 ppd. R. W. Cummings, Lancaster 3, Penna.





THE DESK-CHAIR



This modern writing desk-chair combines exceptional comfort with craftsmanship and practicality. The children will love it for their home-work; is a perfect spot to sit and enjoy a sandwich or drink; ideal for the television room or for the telephone. Beautifully constructed throughout of hard maple, natural or pitted ebony finish. Webbing is gray with the natural, gold with the ebony. Delivered at $23.50. Available with left arm. Arm is removable. Guaranteed. Send check or money order. *Send for catalogue of low cost modern furniture 25c—refund on first order.*

THOMAS CRAIG, *Craftsman* • Box 460, Bryn Mawr, Pa.



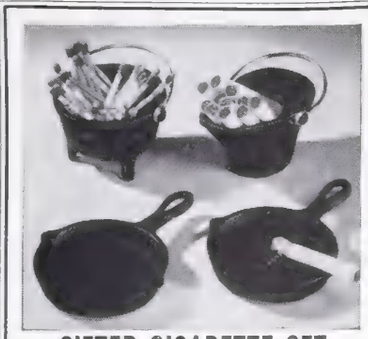
AND PAINTED PORTRAIT PLATES

Signed Originals by Well Known Artist

A lovely decorative piece that will become more treasured with each passing year. Beautifully hand-painted in ceramic colors, fired for permanence, on fine translucent ivory china. 10½" diameter. Wonderfully captures the dignity of mother and father, the charm of baby and the youngsters. Send studio portrait (no snapshots) 3 x 4" or larger; name; color of hair, eyes and clothing. State color choice of border and lettering: gold, platinum, black, blue, green or brown. Invisible' wall hanger included. Two week delivery. Photo returned unharmed.

C.O.D.'s, please $14.75 each, postpaid

HENRY STUDIOS
Kingston 7, New Jersey



GIFTED CIGARETTE SET

A charming gift composed of two 3" black iron skillets that serve as ashtrays, a 2" high coal hod for matches and a scuttle for cigarettes. Handles are of polished brass, all reproduced in authentic Early American style. Complete set **$1.95 ppd.**



Silver Plated TRUMPETS for your table

Salt and pepper shakers, just 3" high. They have glass liners and are gift boxed. You'll want a pair for each side of your table.

Pair $2.45 ppd, incl. tax, 2 pair $4.75 ppd, incl. tax.

GRENADA SORRY, NO C.O.D.'s. 18 East 41st Street, Dept. C, New York 17, N Y

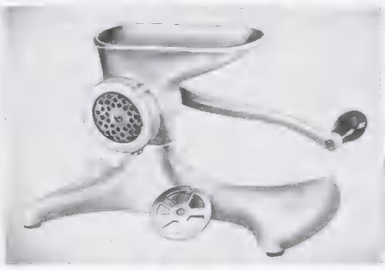
MODERN KITCHEN AIDS

Less work for Mother is assured with these Modern Improved Kitchen Utensils.



TEA STRAINER IN THE POT

Arthur Godfrey urges the use of loose tea leaves, this pot makes it easy to follow his advice. A 6-cup aluminum pot graceful enough for table service. Attached to the inside of lid is a covered strainer. **$3.50** ppd.



FLAT SURFACE NO-CLAMP CHOPPER

. . . requires no fastening . . stands on its own heavy metal base . . versatile in action! Chops meats, vegetables and fruits . . easy to clean . . tempered steel cutting parts, sturdy construction, white enameled metal body. (Complete with 16 page recipe booklet)—**$6.95** ppd.



FOR PERFECT BACON & EGGS COOK THE MODERN WAY

. . . Evenly done—no need to turn bacon . . . No raw, curled edges—no burned spots . . . Retains bacon's true succulent flavor. Made of cast aluminum. **$3.95** ppd.

Your satisfaction guaranteed or money refunded. No C.O.D.'s.

Arthur's of Plainfield

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GLADYS LESLIE, FAMOUS SILENT FILM STAR, suggests this charming gift for your favorite dimpled darling! Styled by Mme. Alexander, "Bitsy" has gorgeous golden hair that can be combed, curled and set! Expertly constructed with movable eyes, flesh-like plastic arms, legs and head, she carries a box of tiny curlers in her chubby hand! Just $8.95 postpaid, plus 50c mailing west of the Mississippi.

and especially for you . . .



Trifari's "Forbidden Fruit"—Fabulous Golden Apple with a polish of rhinestones. Another exquisite example of Trifari artistry. **Necklace, $9.00; Bracelet, $12.00; Earrings, $9.00; Pin, $6.00.** Tax and Postage included.

Gladys Leslie

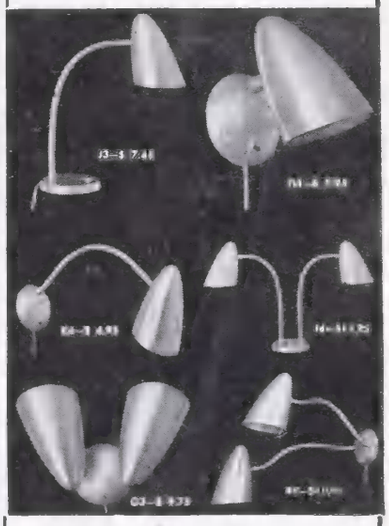
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FUNCTIONAL GOOSENECK LAMPS

in spun aluminum

(Ideal for Christmas)

They're smartly designed with long cords. Flexible arms give direct or indirect lighting. Double units have 4-way control switch to light either or both lights. Also available in black, red, green, gray, brass and copper finish at extra $1 for single and $1.50 for double. Guaranteed Satisfaction.





A Lot of Chair for Little Money

Yes, this is a big value. Handsome, smart, comfortable . . . covered in heavy quality top-grain Boltaflex* in your choice of red, blue, gray, tan, brown, sand, yellow, chartreuse, mint green. Sturdy blond or mahogany finished birch frames. No-Sag spring seat provides lasting comfort.

Chair No. 5930
Size—Ht. 31", Width 24½", Depth 21"
ONLY $44.00
Two for $79.50

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East Hampton • Long Island, N. Y.



Style: 410 G—$16.95

In spun aluminum with fibre glass shade in choice of colors with 3 degrees of light (50, 100, 150 watts). Brass finish-$2 extra.

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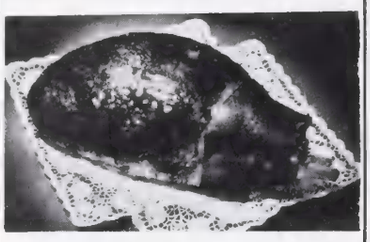
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Set of three 4 oz. crocks $3.25 postpaid
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MINIATURE WINDOW GARDENWARE

Made of bright brass . . . the little 5½" scoop-tamper is ever so handy when you are transplanting . . . The 6" scratcher-trowel is wonderful for keeping top soil loose and aerated for healthy growth. You'll be mighty glad, too, when you have the handy set to plant your seedlings next Spring. Attractively boxed for gift giving.

★ ★ ★ **Just $2.00 ppd.**

PROTECT YOUR TABLES
and Window Sills
Wrought Iron Flower Pot Stand with Colorful Tile



$1.25 PAIR

Protect your tables and window sills from water and dirt with these new and attractive flower-pot stands. Pompapin Green, antique finish. Wrought iron base with bright multi-tone colorful tile inset, 5" diam. A wonderful gift—gift boxed too! Sent you postpaid.

Satisfaction Guaranteed or your money refunded

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FOR EVERY HOUSEWIFE

Makes an ideal Christmas gift!



2 PAIRS OF PERFECTLY MATCHED SHEARS, GIFT BOXED, ONLY **$3.95** POSTPAID

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Bottle Top Opener.
Screw Cap Opener.
Extra Heavy Serrated Edges for cutting meats, fowl, fish, vegetables, fruit.

ONE PAIR FOR SEWING AND NEEDLEWORK

Self-sharpening Blades retain keen edges for years.
Magnetic Point for picking pins and needles out of sewing box, machine drawer.

- Hollow-ground blades for super-keen cutting edges.
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MAKES AN IDEAL GIFT! ORDER SEVERAL SETS NOW AND PUT THEM AWAY.

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Window



PLATFORM ROCKER. A finely crafted reproduction of a antique, the "Kathleen Black" made of solid mahogany with N Sag spring seat, posture-fittin back and rose-carved crest. 24 wide, 29" deep, 41" high, it come covered in black or beige tape try for $59.50 each; $115 th pair. Or in muslin, $51.50 each No c.o.d.'s. Express charges co lect. Order from The Chair Sho P.O. Box 220, Hickory, N. C



WELL POTTED. Your favorit house plant will grow like Tops healthy and vigorous, in this sel watering pot. Just put water i the false bottom, and it feeds u to the plant *from the botto* through the wick on the unde side. Made of copper. 5½" wid 4½" high. $2.50. Red plast watering can has a long slende spout for indoor plants. 89¢. Pp Bulb of the Month Club, B 1010, Chicago 90, Illinois.

Salt & Pepper Steinies
. . . with matching Jam Jar!

$2.20 pair Steinies, ppd.
$3.00 Jam Jar, ppd.
$5.20 the set, ppd.

Homestead Provincial fine pottery by Poppy Trail . . . hand decorated with Early American Folk patterns. Sand tan with Forest green trim. Write for folder on matching table setting and our Salt and Pepper Collector's list.



THE CROCKERY SHOPPE
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POTTERY SET



Adds fun to eating time. Durable, colorful, fine pottery, with appealing decorated animal design. Complete set of Dinner Plate, Mug and Bowl with any cute child's name handpainted on all three pieces. **All for $2.50** plus 25c for postage.

Personalized
JUMBO MEMO PAD



Beautifully bound in lustrous simulated leather with its own tiny pencil. It's chunky 3" deep, with 350 sheets. Colors red, blue, green or ivory. Any 3 gold-stamped initials. Size 4" square. **$1.00** plus 15c for postage. Two for $1.85 plus 25c for postage. Extra paper refills (350 sheets) 35c.

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PETITE CRUETS and SHAKER SET

An extremely rich condiment set to enhance your table. Genuine Platinum inlay, fired in hand blown heat-resistant glass. The elegance of their simple design blends beautifully with all table settings. Stand 5" high with cork stopper with nickel cap. Easy to handle shape makes them convenient to use both in the kitchen as well as on the dinner table.

Salt and pepper shaker set $1.50 plus 15c postage
Petite Cruet set $1.50 plus 15c postage

Both Sets $3.00 postpaid

Satisfaction Guaranteed

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PERSONAL PUFFS

PACKAGE OF TWELVE **$3.95** (POST-PAID)

It's a Bandbox of white baby lambskin puffs, backed by facil-satin discs in daintily assorted pastel colors—each puff is PERSONALIZED with monogram or FIRST NAME, in 23-kt. gold. Packed in clear plastic after-use Bandbox.

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Satisfaction guaranteed or money back.

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CHRISTMAS COOKIE CUTTER SET

A Myron Berlow EXCLUSIVE. Consists of Ginger Bread Man, Santa Claus, Christmas Tree, Angel Child, Reindeer. Copper wire loops may be inserted in tops of cookies before baking enabling them to be hung on tree. Complete set of five metal cutters in Christmas box postpaid in U.S.

$1.25
No C.O.D.'s

HOME ACCESSORIES
Myron Berlow
WINCHESTER MASS.

WINCHESTER MASS.

Shopping



PUPPY LOVE. A fine rolled cowhide collar finally has been dreamed up to flatter the half-pint and middle-size pups. In Chinese red, green, black, tan, or white, it has a Corbin padlock and key, and his name engraved on plate. $2.50. Take neck girth with string; send string and pet's name. Matching lead, $1.50 ppd. Curtis Creations, Dept. H-1, Genesee-Hopper Bldg., Utica, N. Y.



PEPPER-UPPER for the food you serve and the table you set is this handsome pepper mill of Brittania Metal. Closely akin to pewter, it takes a beautiful polish, and you'll be proud of its distinguished appearance on the table. As for the flavor of freshly ground pepper, there's nothing like it. $8 ppd. Peppercorns are 60¢ for 2 oz. Bayden Bashe, Box 1162, Oklahoma City 1, Okla.





MUSICAL CHURCH

A glowing Christmas inspiration bringing peace and joy to the holiday household. Contains music box that plays "Silent Night." Church is covered with artificial snow. Transparent reproduction of stained glass window illuminated by light inside. Height 18", base 13½".

$9.95 (prepaid)

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Sloane says
keep your spirits
bright with this



An accurate reproduction of an old spirit jug used in taverns or at hunt breakfasts. In deep green, ruby or yellow porcelain. Marked "Scotch," "Bourbon" or "Rye." The 18" oval shade is of antiqued gold paper parchment. Takes a 3-way bulb. Overall height 25¼ inches.
Slight charge for shipping outside our regular delivery area.

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Distinctive IVY TRAY

. . . Beautiful design, deeply etched in heavy satin finish aluminum. This hand made tray is a generous 15" in diameter and is a handsome and practical gift.

$5.95 *Postpaid.*
(22" size, really impressive, $8.95)

Quaint Sprinkler BOTTLE



. . . hand-painted in many gay colors with demure lady and dashing gentleman on opposite sides. Especially attractive used in pairs as Ivy or Candle holders. 9" tall.

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From the studio of
stratton snow
custom gift ware
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A substantial portable tray bar of unusual space-saving proportions. Tray 37" long, only 13½" deep. Stands 36½" high overall. Hand made of mellow brown antiqued knotty pine.

Express charges collect **$22.50**

Sorry no C.O.D.'s
Send 10¢ for booklet, "Country House Reproductions."

The Lennox Shop
The Unusual in Gifts and Home Decorations
Hewlett, N.Y.



NAUGHTY ANGELS

TELL HER SHE'S AN ANGEL—but a human one, too—by giving her this set of whimsically naughty angels for Christmas. One angel has a slingshot—one is sticking out her tongue—another is giving a "Bronx cheer"—while the fourth is reading a comic book under cover of the hymn book. They're conversation pieces anywhere—on the what not shelf, mantel, tier table, or window sill. A "must" item for collectors, too. Made of ceramic bisque, daintily tinted in pastel colors. Imported. About 3" tall. Rushed to you postpaid. Set of 4, only **$2.50**

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Keeps Your Foods HOT OR COLD

Glamour-ice your foods—or serve them steaming hot—in these gay plastic Thermo Servers. Just fill Thermo wall with water—freeze in refrigerator—then slip on colorful base. Your salads, seafoods, molded desserts will stay ice-cold for hours! Or add hot water—and keep soups piping hot for those late-arriving guests. Choice of Berry Red, Holly Green, Candle Yellow, or Crystal bases. Bowl is Frosted White. Give a set of 4, 8, or 12 for Christmas—they'll be used the year around, year after year.

Set of 4, postpaid, **$1.95**
Set of 8, postpaid, **$3.75**
Set of 12, postpaid, **$5.45**

Guaranteed to Please or Your Money Refunded.



Ward Phillips Co.
Dept. B, Dundee, Illinois



Vote for the Best BOTTLE OPENER

Whatever your political sentiments may be, there's an appropriate selection for you, either a DONKEY or an ELEPHANT BOTTLE OPENER.

We all agree that everyone, at some time, wants to be a fireman and if he's inclined that way (or happens to be one), he will like the FIREMAN'S HAT design, all metal with natural decorations.

NEW LOW PRICE! **$3.00** *each, plus 15¢ postage. All three for $9.00 postpaid.*

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This all-purpose rack makes a handsome and handy gift. In your living room, bedroom, sun porch or bathroom, it'll keep magazines and newspapers neatly within reach. It will hold your phone books conveniently near . . . or store your paper bags in the kitchen. Sturdy metal construction with gleaming white or deep decorator green baked enamel finish. 12" x 12" x 4". No C.O.D.'s please.

Postpaid **$2.95**

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A. Firelighter—"For the Hearth." Early American Design. Solid brass. **$7.95**

B. Candlesticks—solid brass—saucer base—7½" tall **$5.95** pair
Same as above—heavier—9" tall **$9.95** pair

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Wish them Merry Christmas with this set of four mugs. Solid Copper. Lacquered. 14 oz. capacity.



$6.00 set of four



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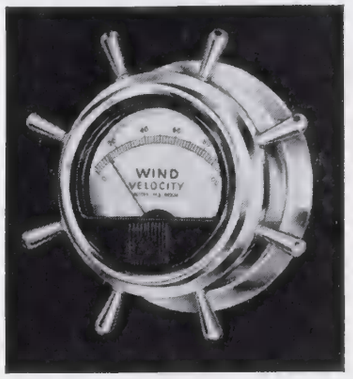
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Window



BRING OUT YOUR SLIDES, and show them off in the new Kodaslide Table Viewer. It's the perfect way to see 2 x 2-inch color transparencies or black and white slides, because the 6⅝" square screen magnifies the picture more than 4 times in a brilliant image. A complete projection outfit for $47.50 ppd. Case, $14.50 extra. The Camera House. 728 Lexington Ave., New York 22, N. Y.



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Old-World Beer Steins



For collectors, convivial drinkers, most anyone on your gift list—these gay, imported beer steins are incomparable values! Colorful bas-relief figures are hand-decorated. Lids of highly-ornamented white metal. Five sizes—⅛ Liter (5⅛" high) $2.75; ¼ L. (6¼") $3.75; ½ L. (8¼") $4.95! 1 L. (10¼") $8.50; 1½ L. (12½") $10.

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For Your Table

Bright as summer sunshine—these delightful dishes are colorfully hand painted by native craftsmen of the Blue Ridge Mountains. Fashioned of lustrous underglazed china, decorated with sprightly fruit patterns and gaily scalloped borders, against backgrounds of multicolor swirl or pure white. Perfect luncheon or salad plates—they are charming additions to your own table, make unusual hostess gifts.

Set of 8 plates, assorted patterns.

$5.50 postpaid

Set of 8 Cocktail plates 5⅞" square to match the Salad Plates, with white background

$4.00

Combination of the 2 sets

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Bingham's Dept. B.

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CAMBODIAN DANCER PLANTERS

Hand decorated with 22 kt. gold. Semi-porcelain, highly glazed. Choice of chartreuse, lime green, or white figure—contrasting high gloss black base with planting compartments. 13" high, 7½" wide. Exquisitely detailed. Charming—*unusual!* A magnificent addition to any home.

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Correlated pair (as illustrated) $16.50 prepaid

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New FIREPLACE BARBEQUE



The "Parti-Chef"! Just set it in your fireplace and you can have indoor picnics all the year round. Grill swings out over magnesium griddle for removing steaks, wieners, etc. Grid (10" x 20") removable for washing. Fits in any fireplace. (Can also be used outdoors. Includes outdoor mount and charcoal burner). Money-back guarantee. Postpaid, only **$19.95**

West Coast, $1 extra

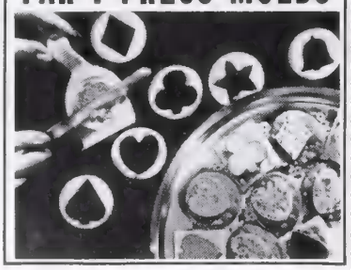
Ideal for Xmas gifts. Circular on request.

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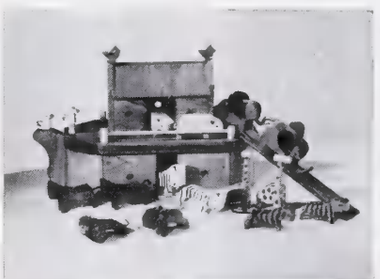
It's New!

PAR-T-PRESS MOLDS



SMART HOSTESSES will find new Par-T-Press Molds the easy way to add that festive touch to party fare. Six novel insert molds fit neatly into the plastic holder. With knife or spatula you can press meat, fish or cheese spreads, cookie dough, cake icing, etc. through the molds to form clever appetizers, canapes, cookies and cake decorations. No rolling. No cutting. No waste! Complete set **$1.00** postpaid. Buy several sets and "gift" your friends!

Edith Good Wilshire Brea Station, Los Angeles 36, California



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Your children will enjoy many happy hours of quiet play with this sturdy wooden ark and its 18 animals. It is finished in natural stains and hand decorated with harmless colors. The animals may be compactly stored inside the ark at night.

Animals are 1 to 4" high
Ark measures 17 x 7½" x 10".

Complete **$9.95** Ppd.

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New York 22, N. Y.

Shopping



TUCK THE BABY into his Trundle Bundle and he'll be snugly warm, sleep without confining bed clothes, ties, or pins. Designed by a doctor, it zips your child in, not under the blanket. Grand for carriage or playpen, it's 100% wool with rayon trim. Infant to 1 yr., $8.95; 1 to 2, $10.95; 2 to 4, $12.95. Cotton, all sizes, $4.95. Pink, yellow, or blue. Ppd. No c.o.d.'s. Sleepytown, 26 Patton Terrace, Falls Church, Va.



IT'S THE CHEESE that's the crowning glory of a fine feast. And with this gift box, everyone can choose his particular favorite. Six varieties of Old Hampshire cheese come in earthenware crocks: Cheddar with Port wine, Blue with brandy, Gorgonzola with brandy, mellow cured Cheddar, French Roquefort with brandy, English Stilton with Port wine. $6.95 ppd. NuNovelty Co., 317 W. 45th St., New York 19.





Lollipop Music Tree

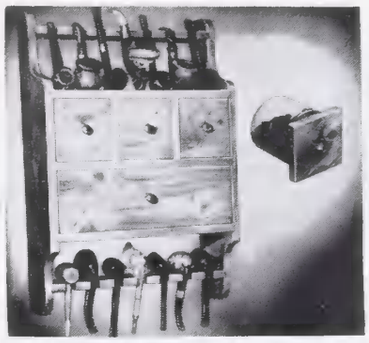
Christmas enchantment

Their eyes will pop with unrestrained joy at the sight and sound of this magic tree. The trimmings are a baker's dozen lollipops—in four brilliant colors. Gaily bedecked tree twirls and plays "Jingle Bells." 9-in. high, mounted on a bright, striped base. Sturdily built. Brings the spirit and gayety of Christmas wherever it is placed.

only **1.25** postpaid

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Does Everything a Good Pipe Rack Should Do

HANGS ON WALL CONVENIENT
SAVES PRECIOUS DESK OR TABLE SPACE

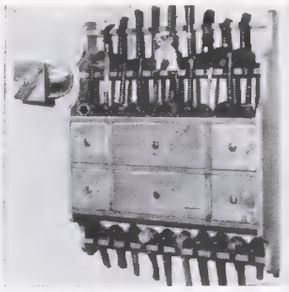
1. Holds 14 (count 'em) pipes!
2. Air-tight humidor jar-drawers.
3. Larger drawer for accessories.

In hand-crafted honey tone knotty pine or lovely mahogany finish, waxed, hand-rubbed. Size 13" x 18".

$12.50

Express Chgs. Col. Check or Money Order
No C.O.D.'s

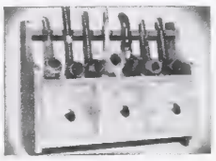
Yield House
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Dept. B11-0



The Pipe Master

For the pipe collector—a large handsome rack, holds 29 pipes, has 4 humidor drawers and 2 accessory drawers. In knotty pine or mahogany finish. Size 17¾" x 22" high.

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Holds 7 pipes, has 3 tobacco drawers. In knotty pine or mahogany finish. Size 13" x 9½".

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Your holiday pie comes to the table in fine style in this heavy silver plated party dress. The beautifully designed porringer handles are lovely to look at, nice to hold on to. With 10" Pyrex liner, it's **$18 plus 85¢ for postage**

The graceful pie server, also of heavy silver plate, has beaded edge.

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The Man on Your Mind

will wear these cuff links to the office on December 26th—we bet you! They are beautifully hand made of sterling silver, and his cut-out monogram linked to a sterling bar will make him the best-cuffed man in town.

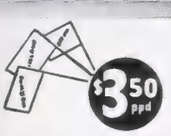
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PHIL ALPERT hand picks 9 cheese favorites from 6 different countries!



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- From Finland — GRUYERE.
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- From Denmark — zesty BLUE CHEESE AND mild "LITTLE FELLOW"

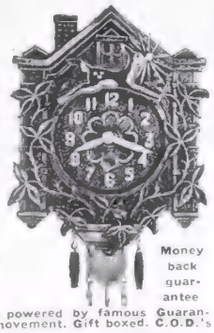
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"Busy Bee" PETUNIA CLOCK . . . for all who love flowers and bees. Brilliant "FIRE CHIEF" red with green stalk and leaves, irresistable little brown and yellow "Bee" swinging pendulum. Adds sparkle to kitchen, game room, children's room. Washable plastic, 4" wide, 6½" high.

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TRAVELING TIE-RACK



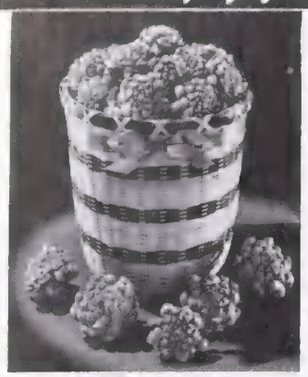
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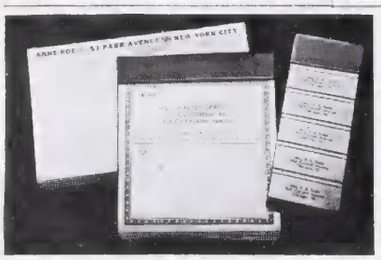
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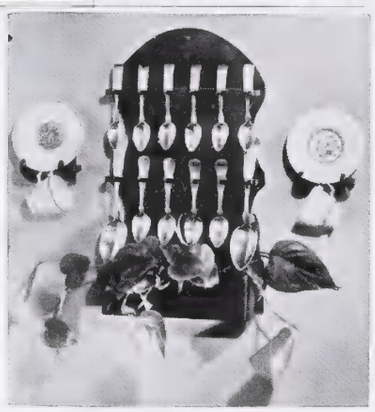
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A smart looking stuffed animal of fine quality plush. 13" high. Swiss Musical Movement. Assorted Tunes.
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Musical CANASTA DOLL

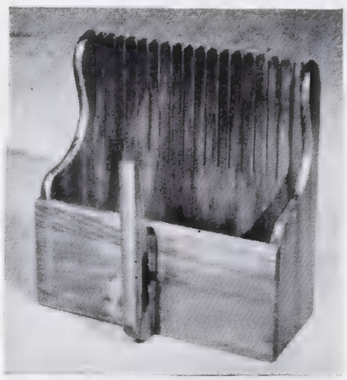
This musical dancing doll is attractively costumed with CANASTA designed dress and revolves while a fine Swiss Musical Movement plays a waltz or a popular tune. Height including musical stand—10".
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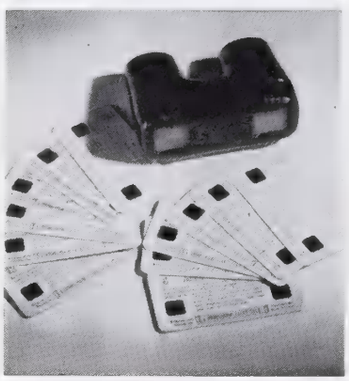
SWISS Musical GIFTS
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Window



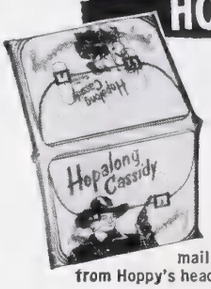
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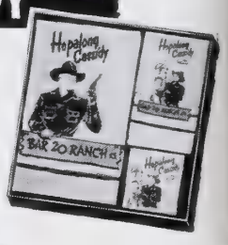
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HOPALONG CASSIDY



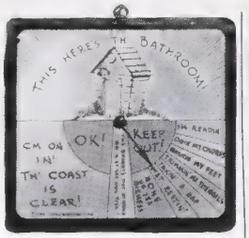
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Hang this sign on your bathroom door, and many an embarrassing intrusion will be avoided. Set the metal hand on the appropriate space (All Clear; Washin' My Feet; Takin' a Nap, etc.) and relax in the knowledge that fair warning has been given. Made of wood, with metal hand, and hanger. (Size 8" x 7½"). **$1.00** (Gift-boxed), postpaid (No CODs please).



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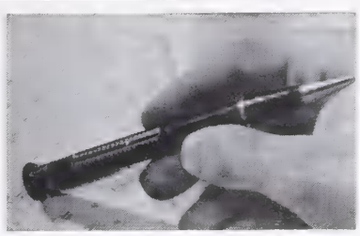
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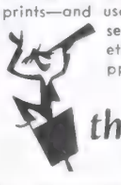
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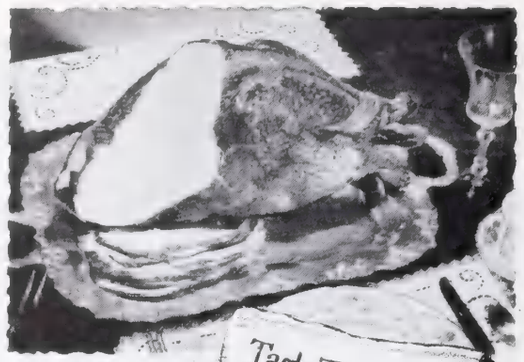
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Window



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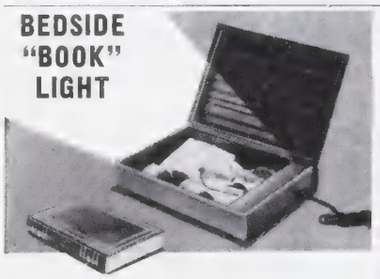


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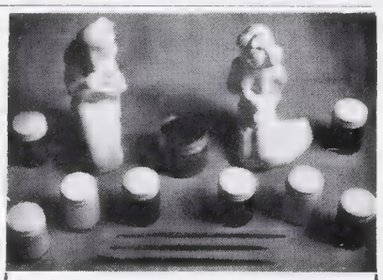


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Make Your Own Gifts. Set includes pair of figurines, Dresdencraft paints, brushes and instructions. (Choice of Chinese or famous ceramic figures).

Postpaid, only..... 5.95
With Dresdencraft enamel..... 7.95

Write for list of over 300 figures available. Oklahoma Orders add 2% state tax.

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the NEW Stand 'n' Table

an end or cocktail table of many uses

It's unique and different . . . has two shelves with raised edges. Saves time and steps. Set it beside card or Canasta table to hold beverages, snacks, score pad, ash tray, lighter, etc . . . beside your sewing chair, or when viewing television . . . at bedside, in playroom, or to hold accessories for baby's bath. Light . . . sturdy.

EVERY HOME SHOULD HAVE ONE OR MORE

The STAND 'N' TABLE is beautiful, compact . . . simple to set up or take down to save space. (Design Patent D-1570-75.) Size: 23 inches high, 21 inches long and 6 inches wide; 9-inch base. Order direct . . . Send check or money order. Postage prepaid.

Special Introductory Price, only $6.45 each
2 for $11.90

McNAULIN, Inc., 2930 W. Burleigh St., Milwaukee 10, Wis.



"TELL HER SHE'S 'NUTS'" but you love her just the same by sending her this enchanting sugar-and-cream set," says Pat Guinan. The ivory sugar bowl has a little brown squirrel perched on the cover, and the cream pitcher has his brother forming the handle. The set is made of highly glazed ceramic; sugar bowl is 6" high, creamer 4¾" high. Postpaid, only $3.50 The Set

No C.O.D.'s, please

THE ARTISAN GALLERIES
Fort Dodge, Iowa



"I COULDN'T MAKE A BED WITHOUT IT"

—said one overjoyed housewife. Just fold "Tuck-In" around one or two pillows, button it, and there's a perfect, round bolster! White washable muslin stretched between removable rods. You'll love it too!

Double Bed Tuck-In..... $3.00
Three-quarter Bed Tuck-In.. 2.75
Single Bed Tuck-In..... 2.50

POST PAID

Special Sizes Made to Order
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Personalized

Teddy Bear Polo Shirts

Little Tykes Can Now Have
Their Own Name On Their Own Shirts

You can thrill the youngsters, delight their mothers, and show your own thoughtfulness by giving these Personalized Teddy Bear Polo Shirts for Christmas. Shirts are bright Yellow, trimmed in Brown and Green. Child's name is in rich Brown. Made of famous DURENE multiply mercerized combed cotton yarn. More absorbent, longer wear, lasting lustre, easy to wash. Long or short sleeves, Sizes, 3, 4, 6, or 8.

1 shirt $1.85 Postpaid. 2 Shirts $3.50 Postpaid.

Specify size and if you prefer long or short sleeves.

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Earrings that Ring

For music wherever she goes, these lovely bell earrings will softly tinkle added Holiday cheer. Exquisitely made by master craftsmen, here is a gift that will always remind the recipient of the giver. Photo shows actual size. Attractively gift boxed.

In Sterling Silver $4.95
In Yellow Gold Filled $6.95
In 14 K Solid Yellow Gold $33.95
Prices include Fed. Tax and Postage

No C. O. D.'s, please.

WILLIAM GOUDEKET
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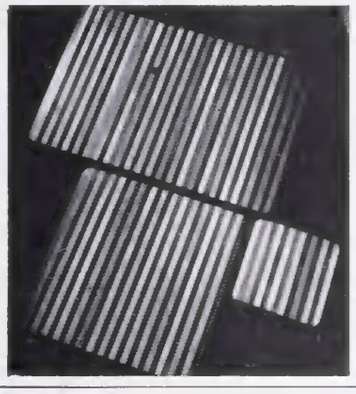
Shopping



INVITATION TRAY. A silver-plated invitation tray frames and permanently preserves any size invitation or announcement. To send the next one you receive to this shop and they will mount it on velvet inside a glass cover. With sculptured handles. $5.50. Deluxe tray in 24k gold plate with hand-painted forget-me-nots. $7.50 ppd. Market Combers. F Unit, Box 3282. Atlanta. Georgia.



STRIPED IN MAPLE, in a rich, mellow tone, and a strikingly contrasted smooth brown walnut, these are the handsomest place mats that have ever come across the WINDOW SHOPPING threshold. Felt lined, they come in 11" x 6" size for 35¢ each; 12" x 12", $1.25; 12" x 18", $2; 12" x 24", $2.75; 12" x 36", $4 Postpaid. Woodhall. 55 Center Street, Waterbury, Connecticut.





CART FULL O' FUN

Fair to bursting with a cuddly cargo of stuffed animals . . . guaranteed to delight every child . . . to melt *your* heart! Colorful cart is pulled by dapper little pony . . . passengers: an elephant, honey bear and doggie! Each animal, about 9" tall, is stitched in durable plush, sports a gay ribbon. Complete set, gift boxed.

only $7.95 postpaid

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Merrill Ann Creations Dept. HB-2

228 Varick Street, Greenwich Village
New York, 14, N. Y.



INITIAL COASTERS—Smart *and* sensible! Made of heavy gauge, highly-polished aluminum, set has 8 personalized coasters with raised Old-English letters. Stainless, durable, they measure 3¾" across . . . do double duty as ashtrays . . . make welcome Christmas gifts! $1.50 postpaid.



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Please print desired initial.

C.O.D.'s accepted

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M-m-m-mh! M-m-m-mh!

BROIL ON TOP OF YOUR STOVE for the cleanest of cooking—the keenest of flavor! Use no fat! Meat, poultry or fish broiled in the 12" heavy cast iron AXFORD BROILER with grill-ribbed bottom has matchless, mouth-watering flavor. Drippings drain away—flavor is sealed in. No grease-spattered oven to clean. Never again will you broil any other way! (No C.O.D.'s, please.)

$3.95 *postpaid*

exclusively yours— Walter Thomas

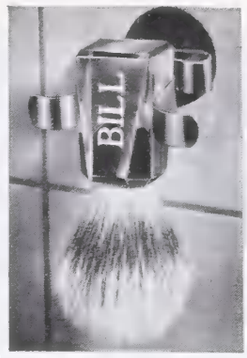
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Mail Box Bank replica of U.S. Mail Box, intrigues children to save! Separate slot for coins and swinging door for bills! Steel construction, finished in brilliant red and gold. Keylock with each bank. Personalized with child's first name.

Only $2.75



New! Wonder Brush Holder with Pure Badger Shave Brush!

Now! A Wonder Shave Brush Holder. Spring steel, nickel plated holder saves brush . . . saves hunting . . . keeps bathroom NEAT! Press suction cup anywhere—presto it's there to stay! Man-sized, easy glide, pure Badger Brush! Sparkling lucite handle sealed in rubber. Perfect gift for a wonderful guy!

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Personalized with his or her name for any lucky boy or girl. Guaranteed precision movement. Lifetime construction. Excellent timekeeper.



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Luscious, large Comice Pears, creamy in texture, rich in juicy flavor, make appreciated gifts for family, friends and business associates. These world-famous pears are grown in our own orchards, carefully selected — individually wrapped. Delivered PREPAID in colorful gift boxes to U.S. Express points. Perfect arrival guaranteed. Gift cards enclosed. Send gift list — we do the rest. No stamps. No C.O.D.s.

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No. 1 Deluxe Box (10 to 14 pears)	$ 3.15
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FOR BEGINNER OR EXPERT. Endorsed by Pros, this Portable Driving Range is the answer to a golfer's prayer. Cuts 10 to 20 strokes from score; SAFELY used year 'round indoors or out; captive ball returns to tee; target approximates distance and direction.



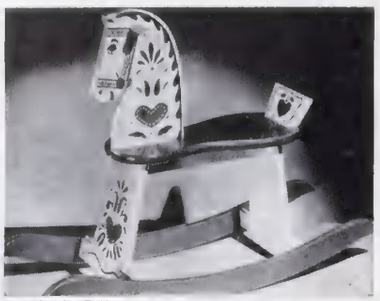
Deluxe Set: Mat, 3 balls target and instructions
$7.95 plus 75c del.

Pro Set: Heavy duty mat, 6 balls, mushroom tee, target, instructions
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Cut Your Score! Thrills Galore!

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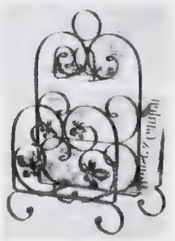


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DOUBLE DECKER RACK
A Lifetime Gift

The only rack with 2 small upper compartments to keep Pocket Size Magazines within easy reach . . . plenty of room for larger magazines. Beautiful scroll and maple leaf design; choice of Verde green or satin black wrought iron. 12" wide x 19" high. **$6.95** postpaid

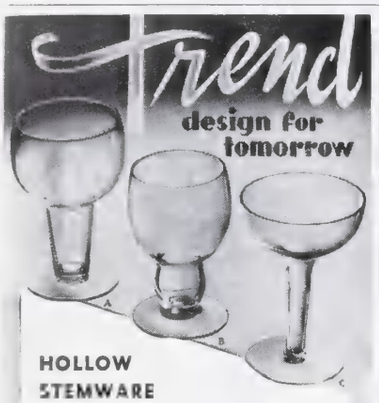




THE WHITE RABBIT, loo ing as though he's all set for t Mad Hatter's tea party, is a str ing ornament for your green law Better keep him away from t garden, though, or your husba will make a dash for his shotgu Made of aluminum, he's life si costs $6 express collect. You c order from William Spencer, 7 Chestnut St., Philadelphia, Pa.



WISHING WELL. A nostalg copy of an Old World Wishi Well is carefully made of ki dried white pine, hand paint and decorated with decals. Wi copper planter. $5.85. Ord early, and a lodestone is include which is supposed to be load with luck. If you want to assem the Wishing Well yourself, pu cut kit is $1.95. Copper plant $1 extra. Ppd. Unique Specialti 6337 N. Talman Ave., Chicag



HOLLOW STEMWARE FOR LOVELY XMAS GIFTS

A. Hollow Stem Beer Glasses — First really new beer glass in years! Easy to hold. Bubbles shimmer in the stem. Set of 8, ppd. $6.45

B. Party Hi-Balls—Have 1-oz. jigger in stem! Just pour liquor to right level and add mix. Require no stirring. Set of 8, ppd. $6.45

C. Hollow-Stem Champagnes — Long-stemmed, fine-blown crystal—for elegant occasions. Set of 8, ppd. $6.45

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GLASSCRAFT
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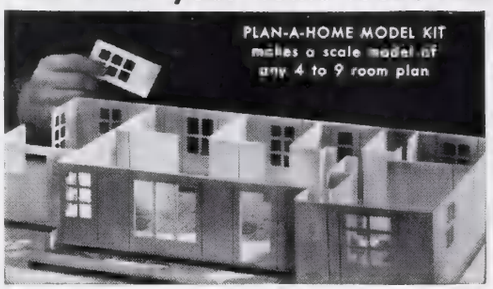


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He's charming, irresistible! You'll love "Frisky" on sight! A delightful gift for horse lovers and collectors of attractive things. He's made of wood, hand-carved in Italy, stained a natural brown with a blaze on his face, flaxen mane and tail, black hoofs. Height over 4 inches. Price *only* $2.00, postage prepaid. *Money back if not delighted.*

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PERSONALIZED PLACE MATS

To Dress Up Your Tables



Brighten your tables, save laundry and table tops, too, with these lovely Personalized Place Mats. For bridge parties, luncheons, buffets, or rumpus room. These sturdy linenized paper mats may be personalized with first name, last name, estate name, etc. Red, Blue, or Green. Give for gifts, and order some for yourself, too.

Set of 50, postpaid $1.95
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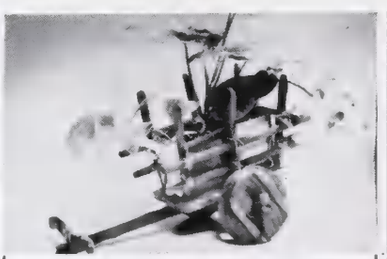
The perfect bar accessory gift . . . the stopper that really SEALS the ZIP into opened beverage bottles. Non-rusting, chromed metal, BEV-TITE fits all beverage bottles. Only takes a flip of the thumb to release or lock the air-tight seal. Xmas Gift Boxed. Set of 3 **$1.00** ppd.



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The smartest, keenest sharpener ever! Sparkling plastic design with Tungsten Carbide unit gives the dullest knives a razor-sharp edge. Wing handle gives firm safety-grip. Choice of red, yellow, green, blue or white. Only **$1.00** ppd.

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Dremel *Electric*
SANDER—POLISHER—MASSAGER
Say Goodbye to Hand Sanding—Polishin

A triple-duty tool so easy to handle a child can use it. *(1)* **As a sander,** it gets into tight corners, puts a satin-smooth finish on walls, wood-work, furniture, etc. **Straight-line (non-rotary) action will not burn or scratch surfaces.** *(2)* **As polisher,** it does a professional job on waxed s faces . . . cars, furniture, shoes, etc. *(3)* **As massager,** it soothes tired or sore muscles.

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LOOK AT THESE DREMEL FEATURES—14,400 stro per minute . . . does the work while you guide Two moving parts . . . never needs oiling. Wei only 2¼ lbs. Uses 110-120 v., 60 Cycle A.C.

WHERE TO BUY—Sander comes with 6 sheets sorted Garnet Paper for sanding, plus felt pad sheepskin for polishing. Send **$14.85** . . . we'll s postpaid. Or, send only **$2** now, pay postman bala plus postage, on delivery.

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DREMEL MFG. CO., Dept. SP 490-L, Racine, W

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ADVENTURE BY

Poppytrail

FOR MODERN
HOME MAKERS



The current trend in interior decoration is toward the casual, with Ranch House dominating in many localities.



Homestead Provincial

was created to fit in with this trend, as well as with Early American, Provincial, English Farmhouse, Cape Cod, Swedish, *Modern*. Art direction by Allen & Shaw.











Unusual Shapes Homestead Provincial is based upon Early American folk art, and its charm comes from the fact that the shapes are similar to those hand crafted in pottery, tin, pewter, and wood. Note the cleverly simulated rivets.

Easily Yours Buy the "bargain" Starter Set, consisting of 16 pieces — consisting of 4 each cups, saucers, bread and butters, and large dinner plates — for only $12.95. As time goes on, add other pieces to your set from open stock.

Write For Free Folder A postcard or letter will bring you a colorful, descriptive folder — and the name of your nearest Poppytrail dealer.

The American Style in Dinnerware

Poppytrail
MADE IN CALIFORNIA

METLOX MANUFACTURING CO.
MANHATTAN BEACH ★ CALIFORNIA

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Gramp was a Grump...



'til he heard the

SOOTHING

NUTONE DOOR CHIMES



Doorbells made Grandpa
The grouch of the town
He met every caller
With a growl and a frown!

But door chimes by NUTONE
Are now on his door . . .
So Gramp's not the Grumpy
That Gramp was before!

Instead, he's a booster
To neighbors who call . . .
He shows off his NUTONE
THE BEST GIFT OF ALL!





MT. VERNON—Colonial elegance in hammered brass. Two notes for front door—one for rear. $9.95

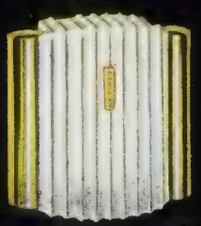


JEWEL — Walnut-finish cover. Satin-brass tubes. Two notes for front door—one for rear. $9.95



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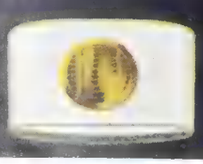


REPEAT-A-TONE — 3-door model with continuous chiming chord for front door. Ivory and brass or white and chrome. $7.95



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"Glad I got rid of that four-alarm bell on my door," beams Gramp. "That kind of noisy racket is too hard on the nerves . . . makes you jump and scares you half to death."

NUTONE DOOR CHIMES are pleasant to hear . . . handsome to look at.

"That's why I put NUTONE CHIMES on top of my gift list," Gramp confides. "They keep on giving every day of the year."

Rasping, nerve-scratching doorbells have no place in today's art of gentle living . . . especially when NUTONE DOOR CHIMES are so reasonable in price—so easy to install.

You'll find 14 styles of NUTONE CHIMES to choose from . . . a style to suit the taste and budget of any home or apartment. Priced from $3.95 to $69.95. At leading hardware, electrical and department stores. Write for FREE circular.

NUTONE, INC., Dept. HB3, Cincinnati 27, Ohio

NUTONE
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Kitchen Ventilating Fans



Luminous Pushbuttons



Electric Chiming Clocks

Window Shopping

TWINKLE STARS. They sparkle in the light, and they glow in the dark. Hang them on your Christmas tree, and it will look as if Heaven were celebrating the Christ Child's birthday with decorations picked from the midnight sky. Decorated with tinsel borders in gold, silver, blue, and red, three sheets of 6 stars each are $1. Postpaid from The Schaffer Gift House, 246 Morris Ave., Springfield, N. J.



NO SLIPPING AROUND on *this* tray! It's designed to hold six glasses in non-slip safety, no matter how your husband sways on the return trip from the bar. Guestray comes in a metallic copper plastic, and the six coasters are bevel-cut so each one sets into the depressed design of the tray. The tray, 8" x 16", and six coasters, $1.50 ppd. Spotless Co., 1117 N. Dearborn, Chicago 10, Illinois.



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WARNER'S
"BARNYARD JAMBOREE" and "MARDI GRAS"
WALLPAPERS

Whether your kitchen or breakfast room is urban or suburban, this delightful pair will add the charm of country living and the smartness of city decor. Use informal "Barnyard Jamboree" on walls ... colorful "Mardi Gras" for ceiling. They're washable and as practical as they are beautiful. Priced for the purse conscious homemaker.



Send 10¢ for samples of "Barnyard Jamboree" and "Mardi Gras." Address: The Warner Company, 418 South Wabash Ave., Chicago 5, Ill. Dept. HB 4

Gay as a County Fair... "MARDI GRAS"

The WARNER Company CHICAGO

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EIGHT GLISTENING SNOW-BOUND HOUSES

A quaint little village of frosted, glistening houses and churches for under-the-tree decoration—or to set out around the house during the holiday season. Simulated stained glass windows glow with colorful light when Xmas bulbs are placed inside. No two alike. You'll use them from year to year. Each measures 4 x 6½ and up to 7 inches high. Safe delivery guaranteed. Send check or money order. Postpaid.

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The Set of Eight Houses, only



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To Enhance Your Every Outfit

Elegant worn singly or in two's, three's or four's on any finger... flattering highlights for an engagement or wedding ring. Choose from finely cut simulated rubies, emeralds, sapphires or diamonds —hand-set in sterling silver circlets with a craftsmanship usually found only in precious stones.

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Hydes' (Indicate Ring Size) No C.O.D.'s, Please
ESTABLISHED 1910

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"LUCKY BABY"
14k. Solid Gold Charm

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Illustration Actual Size



Everyone who sees "Lucky Baby" wants her. A fascinating addition to your charm collection. Arms are movable, eyes are gleaming brilliants set in ebony crystal.



DESIGNED BY AN INTERNATIONALLY-KNOWN JEWELER

Never before sold at this low price. Highest quality workmanship in 14k. solid gold! Order one or more today — for yourself and for gifts. Send check or money order. No C.O.D. Money back if not entirely satisfied. *Mail orders only.*

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GIVE A GAL AN APRON SHE CAN LIVE IN . . .

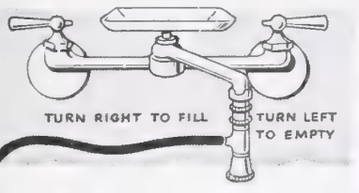
You'll do just that in these around-the-clock aprons . . .

ON LEFT: A top quality poplin, full front apron, with extra large side pockets that'll hold a purse full of stuff. You'll love 'em. Navy and Red. Send for it.....$4.95 ppd.

RIGHT: Kangaroo Pocket Apron. Jumbo pockets hold kiddie's toys, clothes pins, garden tools. Ever-so-handy when tidying-up around the house. Order this neat Aqua and White utility apron today.....$3.95 ppd.

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SPEER & McCUTCHEON
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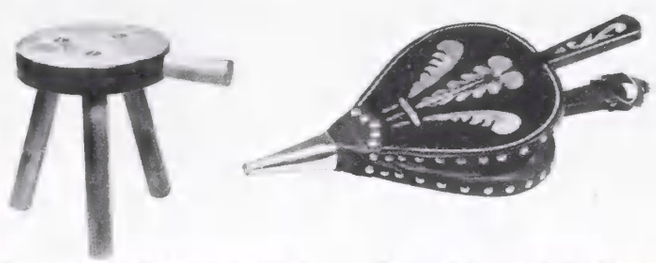
Fill or drain
your washer—fish tank—tub automatically

With this siphon hose device attached to your faucet you can fill or drain heavy receptacles without lifting by merely turning the valve to right or left. Use it as a drain pump for cellars or small pools. Adaptable to threaded or smooth faucets . . . single or swing spouts. With 5' length of hose.

$3.95 Postpaid — *For longer hose add 75¢ for each five feet.*

METALACE CORPORATION
Dept. 212 — 2101 Grand Concourse
New York 53, N. Y.

Gifts for Hard-To-Please Folks



My Quaint **MILKING STOOL**

My genuine Milking Stool sure is quaint looking to set in the parlor. Young sprouts like to perch on it. Handy, too, for holding plants, ash trays and such like. All hand made, with 1⅝" pine top and hardwood legs in mellow antique finish, joints glued and wedged. 9¼" diameter, 11" high.

$2.95 ea.
(2 for $5.75)
All items postpaid
No C.O.D.'s

My Real **OLD BELLOWS**

My real hand-made Colonial Bellows keep your fire burning bright and look right smart by your hearth. Made of genuine sheepskin in dark maroon studded with brass tacks. Have black sides with gold stencil design. Your choice of 3 handy sizes.

13" x 6" $4.50
16" x 7" **$5.95**
26" x 8" 11.95

WRITE FOR MY FREE GENERAL CATALOG

WILL HAMMOND'S NEW ENGLAND GENERAL STORE
4 Plain Street, Millis, Massachusetts



Window



SENSATIONAL DRINK AND WET DOLL in washable rubber WONDERSKIN with life-like hair and realistic hair-wave kit complete with . . . plastic curlers, . . . rubber waving bands, . . . waving end papers, plastic comb and . . . bottle of doll hair lotion. ADORABLE SANDY, 11 inches tall, has sparkling blue eyes that open and close—she drinks from her bottle with rubber nipple (included) and then wets her diaper. You can bathe her cuddly arms, legs and head—make her stand, walk and sleep.

NOVELTY MART, Dept. 829 59 E. 8th St., N. Y. 3



PEPPER-GRASS TREE. Get a pair of these for your mantel, a single one for your coffee table or bay window, and you'll have lots of Christmas spirit in little space. The green or white pepper grass is lovely, and with gold Christmas balls for exclamation points, it's a sophisticated and striking decoration. In white pot, 14" high. $7 ppd. Constance Spry, 322 Park Ave., New York 22.



A MATCHLESS HOSTESS will scatter these bright monogrammed matches around the room, and think of you with every light. The gala gift box includes 42 metallic covered matchbooks, 100 monogrammed cocktail napkins, and a cocktail party load of multi-colored canapé picks. In red and green, or blue and gold, a personalized gift card is enclosed. $3.95 ppd. Bonney's, 121 E. Broad St., Westfield, N. J.

Painted on Silk



"Exquisite Oriental Colors"

Here is a different gift of permanent beauty. You can accent any decoration scheme with these hand painted masterpieces that are delicately placed on silk. Order now as there is a limited supply. You'll be proud to show off these beautiful paintings. Additional paintings available.

Size of painting 14" x 17".

Shipped postpaid $4.95

GUILFORD DUDLEY

Direct Importer of Fine Art Objects

Box 371C North Hollywood, California



These Decorative Flower Candle Holders

bring beauty to any table. Water in base will keep flowers fresh many days. Perfect Christmas gift. Available in either copper or brass; 4½" diameter, 3¾" high. Order now. Specify COPPER or BRASS.

$6.95 per pair postpaid.

JOHN M. CAITO

668 Castle Street Geneva, New York



A LOVELY LADY IS NEAR *Cherie*

Softly insistent, fragrantly **feminine**—your perfume is you. For the accent that whispers subtle distinction, choose CHERIE, the Perfumes That Endear. (Not ■ cologne, but a genuine perfume.)

No. 5 Delicate and Haunting
No. 7 Faintly Reminiscent of Oriental Mystery
No. 10 Teasingly Tantalizing for ■ Sophisticated Lady
No. 11 For the Young in Heart, Tender and Gentle

Make Christmas something **special** for those **special** people on your gift list. A quartet of these four favorites in a smartly styled gift box will delight her Christmas Morning. At a special price: $4.50 for the Quartet. To introduce CHERIE, this special offer: $1.25 per dram (Incl. Fed Tax). For the fragrance that is most personally yours, send today to:

Cherie

P.O. Box 1718 Chicago 90, Ill. No C.O.D.'s, please.



PRESERVES FROM OREGON MOUNTAIN MEADOWS ...FOR CHRISTMAS GIVING

"CASCADE" BOX. Six asst. 8½ oz. jars Strawberry, English Damson, Blackberry, Greengage Prune with Hazelnuts, English Gooseberry, packed in a rustic gift box decorated with Cedar Sprays and Hemlock cones. *Shipped prepaid.* $3.15

"MT. HOOD" BOX. Twelve asst. 8½ oz. jars Blackberry, Greengage, English Damson Prune with Hazelnuts, Boysenberry, Old Fashioned Tangelo Preserves, Wild Plum, Apricot with Kernels, English Gooseberry, Whole Strawberry, Quince, Red Raspberry, decorated with sprays and cones. *Shipped prepaid.* $5.95

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Address_____

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THE CHAFING DISH COOKBOOK

The new Chafing Dish Cookbook is a dream come true for the gracious hostess! Expertly authored by the owners of the Epicure's Mart, this cookbook carries over 200 carefully tested recipes. *Step by step* directions and menu ideas are included. Yes, it's chafing dish cheffery at its best! $3.00

Come see our wide assortment of chafing dishes . . . all prices.

Dept. HBN50

EPICURE'S MART INC.

133 E. PUTNAM AVE.

GREENWICH, CONN.



400 DAY CLOCK

(Wind every 400 days)

Size 8"x12"

$57.50

Tax Incld.

Guaranteed

Send Check or M.O. for these Genuine Imported German Made Clocks to

FIRESTONE TRADING CO.

P.O. BOX 1251—PATERSON, N. J.

CUCKOO CLOCK BLACK FOREST

Hand Carved

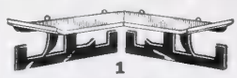
Size 8"x13"

$29.75

TAX INCLD. GUARANTEED



CHINESE WALL BRACKETS



1

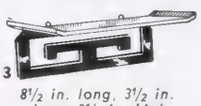
CORNER BRACKETS

Right and left brackets combine into one unit. Set $5.00



2

High gloss lacquer finish



3

8½ in. long, 3½ in. deep, 3½ in. high



4

A distinctive quality gift.



EXOTIC DIFFERENT

Smarten your rooms with stunning arrangements of these authentic hand crafted, hand finished Chinese brackets. Ideal for displaying your prize figurines and choice bric-a-brac. Has ■ lustrous ebony base with either *gold* or *red* shelf. Highly lacquered to ■ glistening finish. Custom made of solid A-1 hardwood. Complete with hangers. A handsome gift designed by country's leading custom furniture manufacturer. Order singles or pairs. Order by bracket number. In stunning gift box. Sent postpaid or COD plus postal charges.

300 EACH

PAIR ONLY $5.00

Dept. H

Nemes Furniture

2631 Lehmann Ct., Chicago 14, Ill.

Shopping



RETTY HEADLINER. For big or little girl, this is a shining catch to tuck in the toe of her Christmas stocking. It's a sterling silver barrette, engraved with her first name, and it will highlight her curls, hold them in place while she's doing the Mexican Hat Dance or schussing down a ski trail. $3 incl. engraving, tax and post. Wayne Silversmiths, 16 S. Broadway, Yonkers 5, N.Y.



RADLE YOUR MAGAZINES in a hand-crafted cradle, designed especially as a berth for the nation's periodicals. In solid walnut, maple, or mahogany, it measures 15½" long, 11¾" wide, 8¾" high, and the expert hand finishing brings out all the beauty of the wood grain. With peg-fastened construction, it's $14.50 postd. Sherrill's, 22 West Church Avenue, Roanoke, Virginia.



See the WIND SPEED On a Dial!



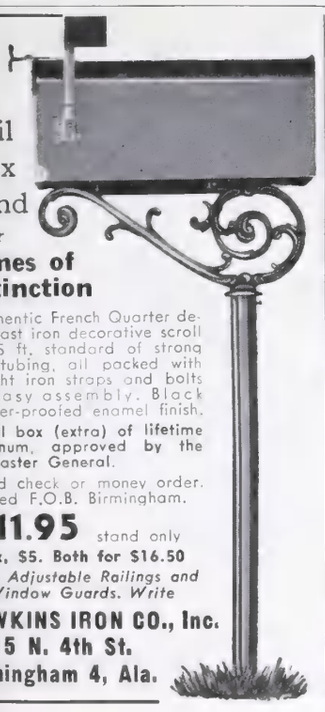
Tells at a glance indoors how hard the wind's blowing outdoors! Every gust and lull in the wind is instantly shown on the handsome speedometer inside your home. The 5" polished brass dial registers up to 100 miles an hour. Installation is easy and quick: Simply mount the spinning cups on roof and connect the wire to the indoor indicator. Costs nothing to operate because it generates its own current. Fully guaranteed, complete with 50 ft. of wire.

Only $49.95 Postpaid

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CAPE COD WIND INDICATORS

Dennis Port 12 Cape Cod, Mass.



Mail Box Stand for Homes of Distinction

Authentic French Quarter design cast iron decorative scroll with 5 ft. standard of strong steel tubing, all packed with wrought iron straps and bolts for easy assembly. Black weather-proofed enamel finish. Mail box (extra) of lifetime aluminum, approved by the Postmaster General.

Send check or money order. Shipped F.O.B. Birmingham.

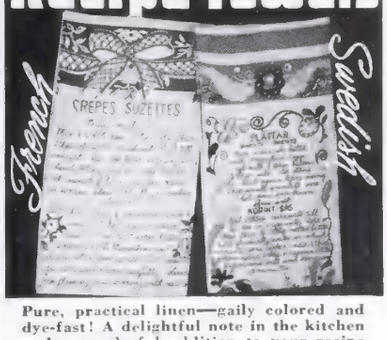
$11.95 stand only

Box, $5. Both for $16.50

Also Adjustable Railings and Window Guards. Write

HAWKINS IRON CO., Inc.
315 N. 4th St.
Birmingham 4, Ala.

Recipe Towels



Pure, practical linen—gaily colored and dye-fast! A delightful note in the kitchen and a wonderful addition to your recipe collection. Each towel with a mouth watering French or Swedish recipe. Wonderful conversation pieces on your towel rack, framed or as curtains!

4 French recipes, 4 Swedish recipes—2 for $2.75

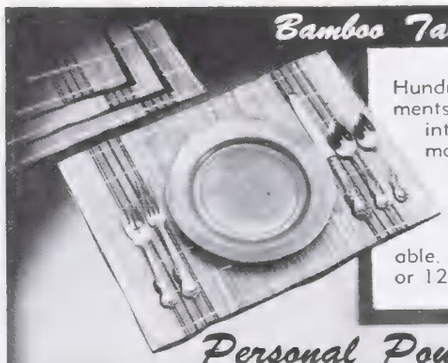
Set of 4—$5.25 ppd. Set of 8 (4 French & 4 Swedish)—$10 ppd.

Sorry—No C.O.D.'s.

A happy hostess gift! Write for Recipe Catalogue—Dept. BN

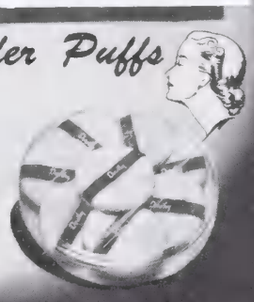
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Bamboo Table Mats



Hundreds of fine bamboo filaments hand-tied by the Chinese into smart, practical table mats. Each 12" x 18" — large enough to take a complete place setting. Borders striped in exotic Oriental colors. Washable. No. HF3500. 4 for **$1.19** or 12 for **$2.95** Postpaid.

Personal Powder Puffs



Eight downy, smooth velour powder puffs—each with your first name in gleaming gold. Deep peach shade, each 2¾" in diameter. We'll put the name across the top of the maroon ribbon. In a handsome acetate gift box. Order No PK4228. 8 for **$1.50** ppd.

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"SUPER-CORD" DRAPERIES

54" long	4.95
63" long	5.75
72" long	6.50
81" long	7.25
90" long	7.95

Air Force Blue
Corn Tallow
Olive Green
Eggshell
Rose-beige
Mulberry
Forest Green
Rosedust
Cool Grey
Chartreuse

New and wonderful, for modern or traditional settings . . . the rayon bengaline corded fabric will rejuvenate your rooms! Luxuriously pinch-pleated . . . hang them on curtain rods or traverse rods. Drapes are 84" wide to the pair before pleating (46-inch pleated width to the pair):

COLTEN'S 1351 Beacon Street Brookline 46, Mass.

Reproductions By Mail



★ Gracious! Usable! ★

The Marcelle Host Chair combines beauty with versatility at a price which enables everyone to own a pair. Only **$29.95** each or **$58.00** a pair. Solid Mahogany legs, hand-tied coil springs and brass nail head trim. Upholstered in modern Duran all-plastic either red, chartreuse, green, blue, yellow or beige. Or in your material—**$26.95** each or **$52.00** a pair. Send two yards of 50" for one, or 3½ yards for two chairs. Height 36"; Width 22". Seat depth 18". Express charges are collect. No C.O.D.'s. Send check or M. O. Also, send 10c for your copy of "A Selection of Chairs."

The Chair Shop
Box 220 Hickory, N. C.

Prize-Winning Doll of the Year!

5-VOICE MIRACLE SKIN "Baby Blue Eyes"



Regular $12.95 value only **$5.95**

SHE SLEEPS!
SHE CRIES & COOS!
SHE SITS UP!
SHE'S ACTUALLY **LIFE SIZE!**



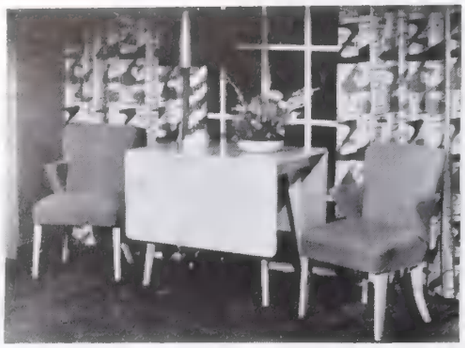
5 different voices!

"*Baby Blue Eyes*" is 2 feet tall. Her real-looking curls are thick mohair. She has rosy cheeks, cute Cupid's bow mouth and real eyelashes that close in sleep over big, beautiful blue eyes. Arms, legs and head are movable so she can sit up and assume many life like poses. She'll cry for you—or she'll coo.

Money Back Guarantee

NIRESK INDUSTRIES, Dept. D-246
1474 W. Hubbard St.
Chicago 22, Ill.

SEND FOR FREE CHRISTMAS CATALOG



VERSATILE MODERN By MODERN HOUSE

MODERN DROP LEAF EXTENSION TABLE . . . Available in matched combed grain white oak veneers finished modern limed oak and light blonde veneers finished champagne tan. As shown tops size 24" x 36" . . . with leaves up 36" x 60" . . . with one leaf furnished 36" x 72". All Tables are hand rubbed lacquer finish. Send for photograph and finished samples. F.O.B. Norwood, N. C. **$65.00**

MODERN ALL PURPOSE CHAIRS . . . These chairs were designed to use in combination living and dining rooms. Beautiful modern fabrics, Chartreuse, Lipstick, rose and Forrest green, seat size 17" x 21" height 32½". Send for sample of fabrics and larger photographs. F.O.B. Norwood, N. C. **$33.50**

MODERN HOUSE **Drawer 187, Norwood, N. C.**



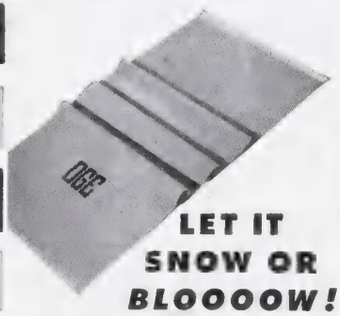
Window



MATCHED TRIPPERS for an November bride and groom, bound for an enchanted honeymoon. are these Amelia Earhart traveling cases. Made of enormously handsome mahogany cowhide. there's a two-suiter soft-sider. a 21" case and train case lined with matching satin. White saddle-stitched ladies case. $69; train case. $75; soft-sider. $112.50 incl. fed. tax. John Wanamaker, Philadelphia, Pa.



SNO-MITTS are the new Styrene Foam insulating coasters that slip over a highball glass and keep your drinks cold twice as long. They look just like real snow. stay warm and comfortable to hold while they keep drinks from getting watery. A set of four. complete with Libbey highball glasses. is $3.50 postpaid. Joe Smith Sales Co., Joplin, Mo.



LET IT SNOW OR BLOOOOW!

Smart monogrammed scarf will rate "tops" on his list of favorites . . . keep him snug when the temperature plunges. For warmth without bulk, our feather-light, cloud-soft 100% Scotch wool scarf. Colors: Maroon, Yellow, Tan or Navy. 3 letter embroidered monogram: Brown on Yellow or Tan, Gray on Maroon or Navy. Order now for Christmas.

$6.75 MONOGRAMMED

25c P. P. and Ins.
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Franklin-Bayer
THE LINEN SHOP, INC
630 N. MICHIGAN AVE. • CHICAGO 11, ILL.

RELAX IN BED.



ONLY $4.95 Plus 50c postage.

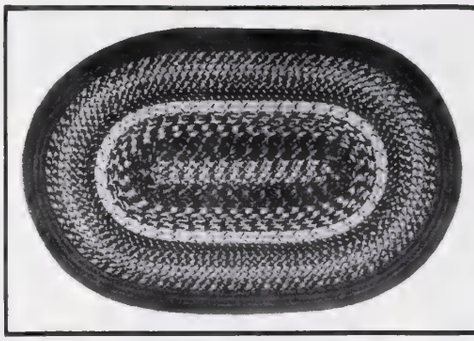
Read, Rest, or Breakfast in Bed, In Absolute Comfort

Rest-A-Bed, scientifically designed by manufacturer of hospital products to give restful support to your back. It adjusts instantly to body pressure and gives you just the support needed for lounging bed comfort. No more strain on your neck and eyes.

Sturdy canvas backing on richly grained, beautifully finished hardwood frame. Frame is adjustable to six comfortable positions. Takes a minute to set up—even less time to put away! Folds flat—ready to tuck away in small space. Fits all beds.

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OVAL BRAIDED RUGS

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OLD COLONY All Wool		BAR HARBOR Cotton-wool filled	
24"x36"	$ 6.95	24"x36"	$ 3.65
27"x54"	10.95	27"x54"	7.95
4'x6'	29.95	4'x6'	14.95
6'x9'	69.85	6'x9'	38.50
8'x10'	97.50	8'x10'	64.50
9'x12'	128.50	9'x12'	79.50

Burgundy, blue, red, green or brown on multicolor backgrounds. Postpaid. Orders promptly filled.

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95 Main St., Watertown, Mass.



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NAMECHAIN
Personalized
KEY CHAIN
Spells **YOUR NAME** *in full...*

Durably Constructed

The Perfect Gift

Each NAMECHAIN made to your order—up to 14 letters allowed. Packed in gift box. Orders shipped in 48 hours. Tax and postage included in price.

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1/20—14 Kt. Gold Filled	$9.00
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Save your left overs and perishable foods in six separate, crystal clear containers that fit compactly into a 14" x 4" metal rack for quick, easy access. Each holds 1½ cups. Lids fit tight to hold freshness and flavor. **$2.49** Postpaid

TWO-CUP COFFEE QUICKIE

MAKES JUST ONE OR TWO CUPS OF FRESH COFFEE IN A JIFFY!

Fast heating electric element. For brewing a small amount of coffee. Extra fast percolation. Lustrous polished aluminum with black plastic handle and scratch proof feet.

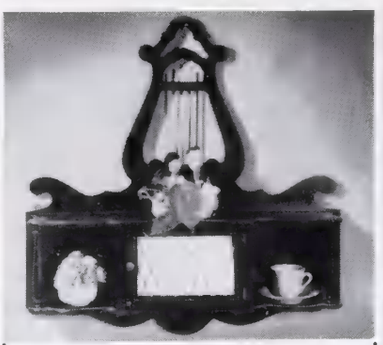


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110 Volt AC-DC

SEND CHECK OR MONEY ORDER **$3.95** Postpaid

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Elegant Show-off

A hanging curio cabinet finished with a cabinetmaker's skill and hand-rubbed to a rich finish. Brass grillwork covers the mirrored door. Will add to any decorative scheme.

Mahogany or pickled pine finish. 24" overall and 4½" deep shelf.

An unusual piece at such a price. $19.95

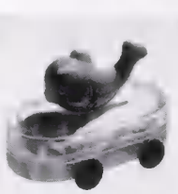
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Helene Decorators
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Gala Gifts FOR TINY TOTS



PHOTOGRAPHIC BIB. A darling idea . . . your favorite snapshot beautifully reproduced in black and white on a dainty 9" x 12" bib . . . guaranteed not to wash out with proper laundering! In white only, with 1" ruffle and white ties for girls . . . dark grey binding and ties for boys. Snapshot must be clear . . . will be returned with finished bib. **$2.95 postpaid**



BABY SOAP DISH. 2-piece pink or blue plastic soap dish, with a friendly little fish on top of the removable cover. Cover floats and fish rattles. Complete with 2 rubber suction cups and washcloth with pink edge for girls, blue edge for boys. **$1.50 postpaid**

No C.O.D.'s please

HAIG GIFTWARE CO.
446 East 20th Street New York 9, N. Y.

Shopping



COLONIAL CANDLE STAND. If you're a bug for authenticity, you'll demand an antique candle holder on this knotty pine reproduction. But we're going to make ours lamp tables at either end of a chintz loveseat. Hand-rubbed by Pennsylvania Dutch craftsmen, it has a drawer, a reproduced antique brass pull. 20" with a 14" square top. $10.95 exp. coll. Little Farm Shop, Box 1323, Lancaster, Pa.



SHRIMP COCKTAIL is almost everyone's favorite first course, but most people don't have the proper service for it. So here you are. Crystal clear shrimp cocktails, hand engraved with a three-letter monogram, have the well for sauce, the wide rim for the shrimp. $9.95 for the set of 8. Underline last initial. Postpaid. No c.o.d.'s. From Geff's Gifts, Box 4052, Washington, D. C.





SELF ATTACHING ADHESIVE TOWEL BAR

No screws—No Holes—Non Marring

It's like a touch of magic. Just 5 minutes to install and it's up to stay. No screws are needed—it comes with an adhesive which you apply and, presto, the rack is in place on tile, plaster, metal, wood or glass. For good measure, this chrome rack has a swinging arm that keeps damp towels away from the dry ones.

18" Towel Bar $2.69 24" Towel Bar $2.98
Postpaid No COD's Please.

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½ Carat	$125	¾ Carat	$195
1 Carat	$295	1½ Carat	$475
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Emerald Cut, Marquise, Pear Shape Diamonds, Diamond Watches, Antique Brooches, Earrings, etc.

Diamond actual size . . . Fed. Tax included
Mail orders given prompt attention

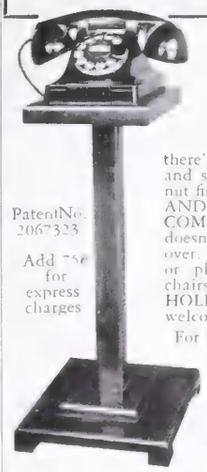
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A Unique Gift

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Handsome! Different No gift like it! This is the *original* HOLDAFONE: the attractive telephone stand that adds beauty and convenience in home or office . . . wherever there's a phone. Built light and strong with finest walnut finish. LOCKS PHONE AND STAND IN SECURE COMPACT UNIT. Dialing doesn't wiggle it or tip it over. Perfect for long-cord or plug-in phones. Gives chairside, bedside comfort. HOLDAFONE is a gift welcomed in every home.

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You'll Want it! You'll Want to Give it!

Saladmaster

NATIONALLY POPULAR!

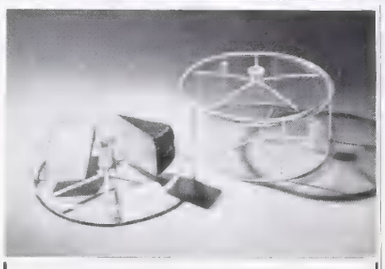
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- PEELS
- WAFFLES
- SLICES
- CRUMBS
- SHREDS
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Cheese PRE-SERVER

Keeps Cheese Moist—Full-Flavored

This clear plastic Pre-Server keeps cheese moist and full-flavored for long periods of time—saves waste. The secret's a small amount of vinegar or wine poured under serving tray. Handy tray lifts out easily—for slicing or serving. You'll proudly display it on table or buffet. 8" diameter. Bright yellow plastic handles. Snugly fitting lid seals in cheese aromas—seals out refrigerator odors. Perfect Christmas gift for cheese lovers. Postpaid only **$2.95.**

COLONIAL GARDEN *Shop*
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YOUR BED CAN'T COLLAPSE WITH THESE NEW BEDSPRING SUPPORTS



NO. 3 FOR IRON RAILS

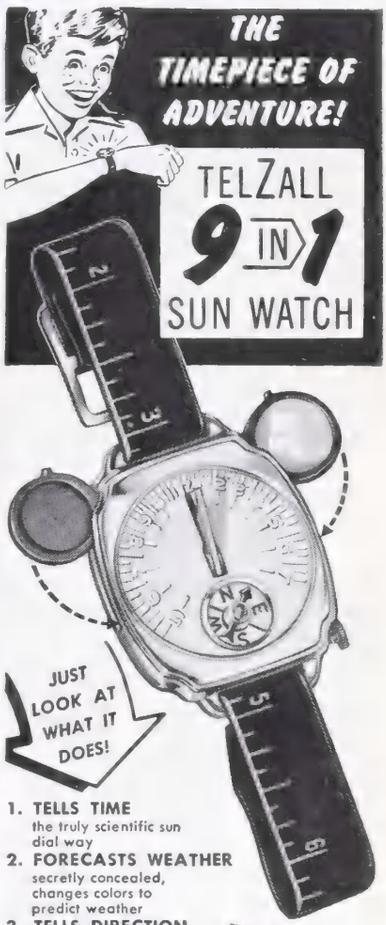
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Banish forever those unsafe, dust-collecting bed slats. These patented Bedspring Supports will never let your bed collapse; won't collect dust. They lock springs securely, prevent spreading of rails. No. 4 fits any standard wood bed rail up to 1" thick. No. 3 fits iron rails. Made of heavy steel; felt lined to protect rail. Fully guaranteed. No COD's. State finish of bed and whether coil or box springs used.

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TELZALL 9 IN 1 SUN WATCH



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Amazing Value $1.98

Money-Back Guarantee

Sensational 9-way wonder watch—for boys, girls, scouts, sportsmen. Gleaming jewelers bronze case with durable plastic measuring strap, *Rush your order today.*

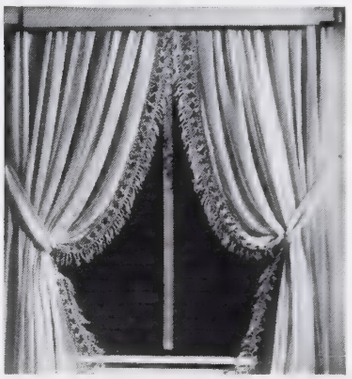
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430 N. Michigan Ave., Chicago 11, Ill.



Window



A GOOD SKATE has a shar blade, and it's that "racer finish that will send you gliding acros the ice with the grace of Sonj Henie. Well, not quite, perhaps At any rate, this sharpener wi put wings on your skates, giv you greater maneuverability. sharpens lengthwise, is adjus able, and fits all skates. Heav steel construction. $1.50 each pp H. Berghman Co., 54 S. 19th Ave Maywood, Ill.



CURTAIN CALL. Your wi dow decoration will be lovely b yond measure, restfully cool an crisply fresh, with these curtain They are made of all-cotto basket weave, launder beautifull are 2½ yards long, and eac panel is 68" wide. Hand-tie "peacock tail" fringe runs dow the center and across the en With 5" fringe, $11.50; 3" fring $9.50. Exp. coll. Laura B. Cope haver, Rosemont, Marion, Va.



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COPPER LANTERN Finished in black to match sign. 13" wide 21" high. With 4 x 4" postcap $19.50 Prices f.o.b. Wheeling

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Culver City 31, California

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Giant Hanging Shelf

$7.95

Delivery Charges Prepaid Anywhere in U.S.A.

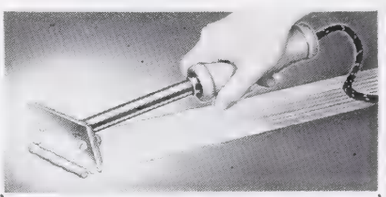
More useful than picture or mirror above a bed, sofa, table, dresser, credenza, or fireplace. Olde English "Tavern Pine" finish. The perfect foil for crystal, silver, china, or leather. Harmonizes beautifully with maple, mahogany, walnut, or cherry. Size 31"x6"x31"—grooved for 10" plates; deep enough for books. Nothing else like it. Patented construction.



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From Any Wood Surface Fast!

NEW SCIENTIFIC ELECTRIC PAINT REMOVER takes off any number of coats of paint, enamel, varnish clean to the fresh wood grain in one simple forward stroke. "Heet Kleen" removes paint fast—safe—quick eliminating burning, marring, scraping, sanding, chemicals, danger of fire.

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Your child won't wonder how a clock works any longer if you give him this clock-maker's kit. It comes disassembled with all the necessary parts—weights, wheels, pendulum, nuts, chain, etc. The face is hand-burned in the Black Forest. With easy instructions, it's guaranteed to run. Finished clock is 4" x 6½". Fun for any boy or girl from 8 to 16 years old.

$4.95 postpaid.

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A beautifully packaged complete mannequin sewing set

Includes: a 12½" high perfectly scaled rubber mannequin, sewing book with easy instructions, dress form. Simplicity miniature patterns, fabrics, tape measure, thimble, needle and thread . . . everything she'll need to drape, dressmake, even design. Entertaining, instructive gift for girls from 8 to 16.

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A personalized dog lounge for the pet that is a draft free attractive piece of furniture done in rich maple finish and protected with aluminum trim. Also available in crystal clear Lucite.

Lounges embossed with dog's name and silhouette. Prices, express collect, 20 x 15 (Toy) Maple $11.50, Lucite $25.00; 30 x 18 (Cocker) Maple $12.50, Lucite $30.00; 36 x 24 (Boxer) Maple $14.50, Lucite $35.00.

Zipper cedar filled mattresses to fit, $2.75, $3.00, $3.50.

Order now for pre-Christmas deliveries. State dog's name and breed when ordering.

BOX-1026 LANSING MICHIGAN

Burcham PRODUCTS



SMART HOLIDAY DECOR

For Every Home

For your Lawn, Porch or Rooftop

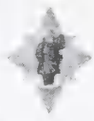
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Identical full-round 15" Rudolph, self-standing. Price $6.95.





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For your entrance or window. Selection of 12" half relief plastic-rubber Santa Claus or English Lamp Lighter with 24" bright silver foil background in star or oval shape Will last for years. Size: 24" overall. Price: $6.95.

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Over a bushel of choice red-berried holly sprays . . . **$4.85**
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Lovely wreath, heavily clustered with berries. Outside diameter: 16". **$4.65**
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Holly wreath (14-in. dia.) and over a bushel of assorted length sprays **$8.95**

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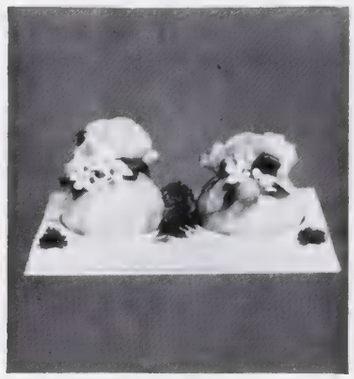
BYRON THE BOOKWORM Is Unbreakable*

The Ideal Christmas Gift

These Bookends look like two open volumes in saddle leather color. Hand finished, Byron is colorful with a yellow hat, maroon spectacles and a "There—I made it" expression, as he appears to have gone through a whole line of books. Heavy, unbreakable, chip-proof ceratex bookends with felt base to protect table or desk top. Stands 4", Length 9", Width 4¼", Weight 4¾ lbs. Satisfaction guaranteed. Sorry, no C.O.D.s. We pay postage. Christmas wrapped if desired. Set only **$4.95**

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THE FRUIT OF THE PUDDING is what makes the difference, and that's why these two—plum and orange date—are so unbelievably delicious. Choice fruits are spoon-mixed, the secret of flavor, and the pudding is seasoned and steamed to perfection, wrapped in muslin and wax dipped for extra protection. $4.35 for two, gift-wrapped. Postpaid from Pinnacle Orchards, 475 Fir St., Medford, Oregon.



DISPOSABLE ASH TRAYS, that are made of heavy silver paper yet do not go up in smoke when you rest your cigarette, come personalized with one or two names or initials printed in red, green, or blue. Your post-party clean-up crew will cheer their throw-away feature, you'll like their trim good looks. $2.95 for 100, ppd. No c.o.d.'s. Purty Party Favors, 141 E. Fifth St., St. Paul, Minn.

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THE LIVING IMAGE OF YOUR CHILD FINISHED IN NATURAL COLORS

Think of it! This beautiful 16 inch dressed doll with your child's favorite photo for its face. What a gift for family and close personal friends. How you will cherish it in the years to come. The photo face is imbedded in plastic—washable, breakproof and permanent. It's a full 16 inch doll, gorgeously dressed with shoes, socks, blouse, panties, jumper dress, bow and bonnet. What a thrill for you—what an amazing gift to give or receive.

Doll has washable plasticized body. Face is convex formed for three dimensional effect and colored in natural colors. When ordering specify color of eyes, hair, etc. Baby dolls, girl dolls and little boy dolls are available. Specify which is wanted when ordering. Please order early to avoid the Xmas rush.

RUSH YOUR ORDER NOW!

Just send us a straight front view, full face photo (no profile—no snapshot) 4 x 6 inches or larger. Write your name and address on the back, pack it carefully and mail it to us with the coupon below. The picture will be returned to you unharmed, and in about 3 weeks you will receive the doll.

ONLY $6.95

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Please enter my order for the "Little Me" doll as advertised. I am enclosing $2.00 as a deposit and will pay postman $4.95 plus postage and C.O.D. charges on delivery. (If you send cash in full, doll will be shipped prepaid.)

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HANDI-TABLES

Need extra tables for buffet, cocktail, or television parties? Here they are—four of them! Quick to set up, lightweight, sturdily constructed, 20" high, just right for chairside use. Table tops 13½" x 16"—alcohol proof, water repellent. Real hospitality helpers for the hostess who won't let guests balance food on their knees. Easy to store—compact storage rack included with each set.

Set of 4, Party-colored (one each of Red, Blue, Green, Yellow) $17.95
Set of 4, Black (Six coats of enamel give super finish) $19.95
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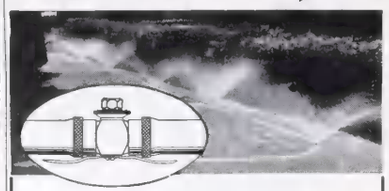
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5 SPRAYERS ON 1 HOSE



Scientifically waters the whole garden—flowers, shrubs, trees and lawns. Reaches hard-to-sprinkle corners. Covers 1 to 1000 sq. ft.

Sprayers turn on and off individually. Flow adjusted at faucet from fine spray to full soaking volume. With sprayers turned off, SPRINKLIT is a fine 50-ft. utility hose. Made of Goodrich plastic with 5 solid brass sprayers. Weighs only 8 lbs. Guaranteed 5 years.

Order now for Christmas Giving

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Ribbed Plastic Hose 14.95

Plus 50c postage east of Miss.; $1.00 west of Miss.

HOWARD SALES CO.
1650-D Belmont Avenue, New Hyde Park, N. Y.



The Lasting Xmas Gift

Wrought Iron Tea Wagon

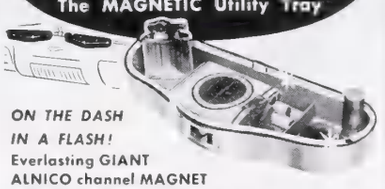
Beautifully graceful, but strong and sturdy, this wrought iron tea cart with its feather-weight mobility can be used for afternoon tea, as a bar or at the back-yard fireplace for barbecues. Rust proof, with 2 glass shelves, it measures 14" x 24" x 32" high, weighs 32 lbs. and comes in white or antique green. ..... Only $17.95

Send check or money order. You pay express charges on delivery. Send for folder of other items for house and garden.

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The MAGNETIC Utility Tray



ON THE DASH IN A FLASH!
Everlasting GIANT
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Original Sketch of your home on CHRISTMAS CARDS



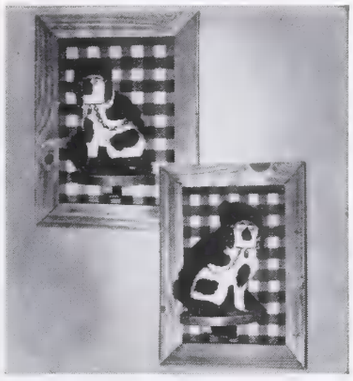
- send us a clear photograph of your home from which J. Edward Mason will sketch an original card.
- specify red, green, or black ink and desired signature inside (i.e. Mary and John Smith). Season's Greetings included.
- 100 cards with envelopes. (postpaid) **24.50**
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- order christmas cards by Dec. 5, 1950 (2 wk. delivery). Note paper with an original sketch of your home may be ordered at any time. (Write for details).

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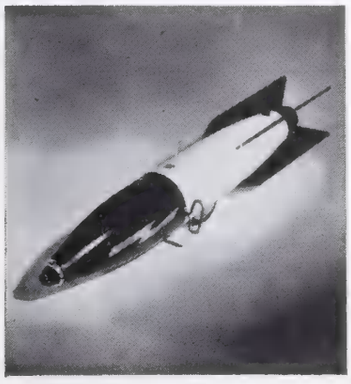
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Complete with Ivy $1.59 Post Paid.

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Delight expert mixers and guests with book" which tells "how to" in 76 pages. lso Guest Log for signatures of all your sitors. Both finished in natural wood, etal hinged covers, rawhide bound, nusual gift or to have.

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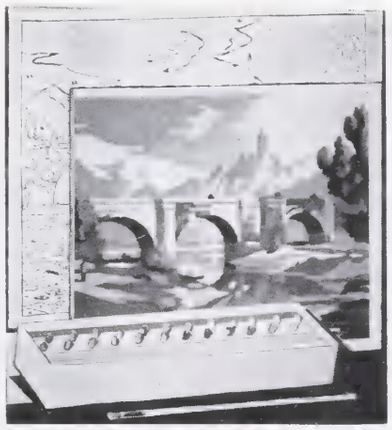
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Brighten up your home with this 18 inch, lifesize Polly—complete with perch, mounting bracket and bright finish brass plant bowl. Brilliantly colored. Glazed porcelain-like finish. Gives an added touch of color to any room. You'll want one for yourself—one for a friend. Safe delivery guaranteed. Send check or money order. Please add 10% for postage. Two for $9.25. Each only $4.95.

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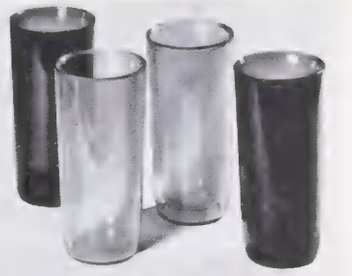


YOU CAN PAINT IN OILS!

No experience needed! Fill in each area of canvas with color indicated and watch your painting take form. Everything you need included: ready-mixed oils, artist's brush, stamped canvas (16" x 12"), instructions.

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Picturecraft Kit, postpaid, **$2.95**



Wonderful Christmas Gifts

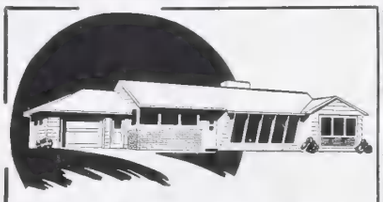
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Exciting new Thermo Tumblers keep ice cubes four hours without melting. (Prove it to yourself!) Two layers of Lucite with a vacuum between is what turns the trick. Won't sweat, need no coasters, won't moisten hands. 10-oz. size in festive colors of Cobalt Blue, Red, Green, or Amber. Set of 4 (one each shade), postpaid $5.00.

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Single set	$2.25
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REDUCE

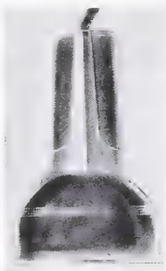
KEEP SLIM AT HOME WITH RELAXING, SOOTHING MASSAGE!



For Greatest Benefit in Reducing by Massage

USE *Electric* **Spot Reducer**

with or without electricity. Also used as an aid in the relief of pains for which massage is indicated.



This remarkable new invention uses one of the most effective reducing methods employed by masseurs and turkish baths—MASSAGE.

With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation helps carry away waste fat—helps you regain and keep a firmer and more graceful figure. **When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way!**

The SPOT REDUCER is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts.

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Mail this coupon with only $1.00 for your SPOT REDUCER on approval. Pay postman $8.95 plus delivery—or send $9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return SPOT REDUCER for full purchase price refund.

SPOT REDUCER CO., Dept. E-221
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Please send me the SPOT REDUCER for 10 days trial period. I enclose $1.00 upon arrival I will pay postman only $8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

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Open and Closed Views, overall size 43" x 21" x 15½" depth—it will unquestionably distinguish your dining room setting. Satisfaction Guaranteed. No C. O. D.'s

An early American WINE CELLARET was the inspiration for this new SILVER CHEST . . . designed for present day living, it holds over 300 pieces of silverware . . . Masterfully handcrafted by expert cabinet makers in solid mahogany, it is lined with tarnish-proof PACIFIC cloth.

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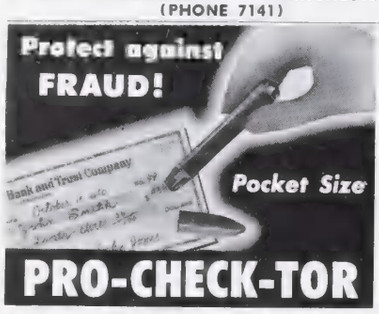
QUADRILLE—a distinguished sterling pattern by SAMUEL KIRK & SON . . . America's oldest silversmiths.

6 pc. PLACE SETTING $30.00—Prices of other services sent upon request, together with illustrated brochure.





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Guard your checks against altering with the handy new Pro-Check-Tor. Automatically inks and perforates check with just one stroke. Comes with 10-mile ink supply, quickly refillable. Easy to use as a fountain pen. In gleaming gem colors: Red, Blue, Green, or Black. Guaranteed for life. Ideal gift for housewives, businessmen.

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APPROVED—A Federal Pro-Check-Tor Co. product. Approved by banks and currency exchanges.
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POCKET ALARM WATCH

To make Christmas Time last for years, give this pocket alarm watch, useful on week ends, vacations, to remind of appointments, waken by when traveling and keep good time for you every day. Bell alarm. Luminous Dial. No bigger than ordinary watch, back opens to stand like a clock. 7 jewels. In Chrome $15.25, $22.50 in gold plate. *Producers of the unusual clock in a Frying Pan. $15.00 in Stainless Steel, $21.00 Copperized. For kitchen, campus rooms, Country homes.* Will gift wrap and mail direct postpaid. *Write for clock and barometer catalog 2.*

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Whenever it's rainy or foggy or gray Rudolph comes out to show Santa the way

Made of genuine plastic, beautifully hand-painted. Operates automatically—will last for years. 6" high," 4½" wide, 2" deep. Beautifully boxed for gift giving. Only $1.00 Send for free gift catalog.

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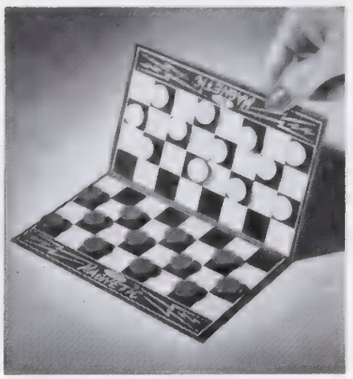
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Window



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TOUCH TIP LIGHTE Here's a Ronson table ligh that's as bright an idea as we seen in a long time. Just rem the tip stick, touch it to igniter button, and you have flaming torch that's a sure- lighter for cigars, cigaret pipes. One fueling lasts months. In black or torto enamel, with chromium trim. $13.50. Add 25¢ postage. Gim Brothers, New York City.



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From husky St. Bernard to playful Cocker, this sturdy stake-tether will keep 'em home. Free-swinging, non-tangling Swivel allows dog full 360-degree range. Keeps dog contented, yet confined. Simply drive 16-inch all-steel rust-resistant stake into ground. Postpaid for $1.95. 10-ft. Chain, snaps at both ends, $1.45. Both stake and chain only $3.25 complete. Longer chains 10¢ per ft. additional. Usable also as a small boat tether. Order today. No C.O.D.'s ©

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Prepaid anywhere in United States... **$4.95**

Here is the handy helper every woman hoped somebody would make. This BUTCH-R-BOY (t. m. reg.) gives you a solid hardwood block 11½ inches square, 3 inches thick, standing on rubber-tipped legs. Electronically laminated, it cannot come apart. Perfect for chopping, carving, pounding, serving. For kitchen or buffet use. Non-toxic finish. Individually packed. Sorry, no C. O. D.'s. Send check or money order.

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PANTS-RA Holds pan in perfe shape. Hangs fro rod or hoo using only in. of clos space. Folds for trav • Made of snagproof finished har wood. *No COD's* 3. add 30 cents post

VALET-RACK—This handiman hol suit, shirt, ties, and small articles orderly readiness. Coat arm folds down when not in use. Made of blond wood, walnut, or mahogany. 24.95 express collect.

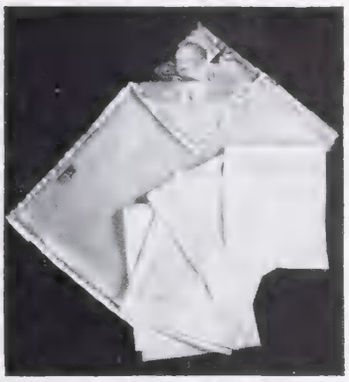
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FRONTIER STOCKADE
defended by seven stalwarts
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m four fierce redskins. And if
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nd-made wood stockade. 15" x
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FOR KIDDIES from 2 to 8 Years of Age

ROCKING HORSE MODEL

$19.95

VELVETEEN FINISH



This year give them the Xmas they'll never forget—let them thrill with the joy of a romping gallop on this realistic pony. Big and sturdy for safety. Surprisingly realistic in a variety of beautiful finishes—both rocker and glider types. In genuine calfskin or rich fur-like velveteen coverings with genuine leather saddle and reins. Stirrups and frame-work of durable aluminum. Orders received by Dec. 18th will be delivered for Xmas. Express collect. Cash with order or 50% deposit on C.O.D. Order today!



ROCKER TYPE
No. R-520 Stands 34 in. high, 26 inches long. For children from 2 to 8 years of age. Rich brown velveteen coverings.
Only $19.95

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Stands 34 inches high, 26 inches long. For children from 3 to 8 years of age. Rich brown velveteen covering.
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Stands 34 inches high 26 inches long. For children from 3 to 8 years of age. Genuine Holstein calfskin (illustrated) covering.
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Be ready for unexpected guests

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Snacks that are conversation pieces

Your guests will be delighted. You'll be an envied hostess when you serve these delicious snacks—it takes but a minute to make them. Kit assortment of 5 tubes, postpaid, only $2.48

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NEW . . This Mr. and Mrs. SALAD SET

Serving Bowl, Mr. and Mrs. Individual Bowls, Fork and Spoon — each hand painted with white blossoms — on hand-turned and polished hard-rock maple — moisture proof — guaranteed not to crack or split.

$8 set



7-PIECE Hand-Polished BOWL SET

Large footed bowl —four individual bowls—fork and spoon—genuine northern hard-rock maple—guaranteed liquid proof finish—regular value $12.95. You save $2.95. Specially priced at $10 set

• Both sets attractively gift packaged. C.O.D. orders accepted. Enclose remittance and save mailing costs.

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Collector's Pine



Perfect gift—Hand-rubbed Pine Powder-Mirror for boudoir table; for hall. Height, 21"; Width 11"; Depth, 6"; Mirror, 10"x12". Postpaid 12.95

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GENTLEMAN'S CHAIR

Hand Carved Solid Mahogany

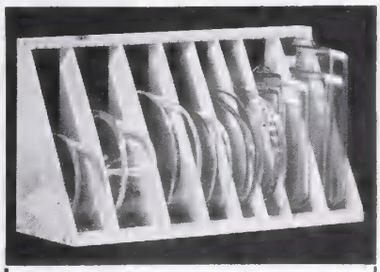


Lady's Chair to match, $5 less

No finer furniture was ever made. Yet it's only $134.50 in your choice of covering: rich antique velvets, red, Killarney green, rose, gold or blue; or lovely tapestries. Swatches of fabrics furnished. Six dollars less than above price if you send fabric; 3 yds. required. No COD's, please. We pay the shipping charges.

Send 50c for complete Album of Victorian Masterpieces

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PROTECT your PYREX and other baking dishes

Now no more clumsy "stacking" of odd-sized baking dishes! No more slipping, breaking or chipping! Sensational new "A-Just-O" efficiency rack fits right into your kitchen or pantry shelf. Adjustable partitions accommodate all shapes of trays, pots, pans, bowls, etc. Made of sturdy 2" slotted strips, plywood partitions. Clean, unfinished wood 24" long, 12" high, 9" deep. Shipped knocked down, easy to set up. Postage prepaid, only $4.95

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SEND TODAY for Itasca's beautiful, full-color booklet, "INTERIORS BEAUTIFUL," plus 20 samples of Itasca's "Treasure Weaves." Learn how these beautiful fabrics can change *your* home into a Dream Home! Stunning decorative schemes, detailed instructions for making drapes, bedspreads, slipcovers and upholstering — worlds of information in this smart, handsomely illustrated booklet. Send 25c for "Interiors Beautiful" and 20 samples. Address—

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Graceful, decorator-designed FRAGILE CLOTH makes up like a dream — gives your rooms unusual beauty and charm. Woven of alternating strips of solid and loop weaves, it is light in weight, perfect for draw drapes, gathered curtains, bedspreads and matching vanities. In a rainbow of exquisite colors it combines perfectly with other beautifully textured "Treasure Weaves" to give you . . interiors beautiful!

Itasca Weavers offer you scores of handsome decorator fabrics in unusual textures and weaves. Economical, long-wearing, all are self-fringing and color fast.

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Gentlemen: I wish to enroll in Heitkemper's Sterling Club. Send_____place settings of_____ pattern. I will pay each month 1/10th of price each place setting, which includes knife, fork, teaspoon, salad fork. No down payment. No extra charge. Nationally advertised price. Federal tax included.

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Scotland is the inspiration for this charming Thistle Set. The wispy thistle is beautifully reproduced in hand-wrought sterling . . . an inspired gift. Pin and earrings are $3.75 each, and the bonnie bracelet sells for $7.50. Complete set only $13.75. Matching necklace and buttons (not shown), $12.00 and $1.25 each respectively.

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Now you can have an endless variety of smart lamps, each your own original creation. Simply mount your figurines, toys, planters, vases, or antiques up to 15 inches tall on a Stand-A-Lamp, adjust the stem to the exact height you desire, and add a shade.

Beautifully finished solid hardwood base has hidden rubber feet, polished brass adjustable stem, approved wiring.

Choice: **1. BASE:** 7" round, 6½" sq., or 6"x 8" rectangle.

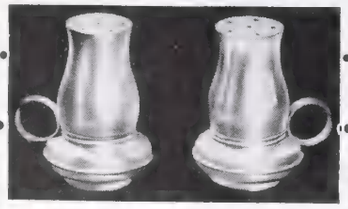
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An ideal gift **$4.95** ea.

HAND-CRAFTED linen shade as shown, 15" or 17" diameter: Forest Green with Chartreuse trim, Brown with Yellow trim, or Red with Beige trim. **$5.95.**

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BEAR HUGGERS. When b bear isn't pepping up your f with his supply of pepper, when mama bear isn't be shaken for salt. Little Pepper tles down comfortably on Salt's lap. In polar bear w with dark paws, they're made glazed ceramic. Yours for $1 plus 15¢ postage. Mark Stier, East Fordham Rd., New York



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A plump, plushy, golden-brown t some . . . they'll make adorable Chr mas gifts. So cute and cuddly — b is withstand plenty of "bear hug Mama Bear, 13" high, has an impor Swiss Music Box concealed in her tu my — plays a merry melody. $4. Baby Bear, 7" high, is non-musi $1.25. Both postpaid. May be p chased separately. No C.O.D.'s pl

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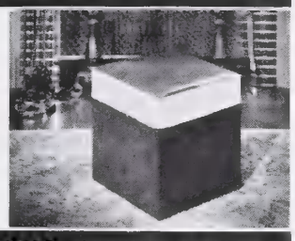
ATHER HOBBY KIT. If get this now, your child can ke Christmas presents for ev- one in the family. Included are cut pieces of genuine leather making a belt, Scotch purse, case. billfold. cigarette case, st purse. Everything you need ere. from clear instructions to yards of lacing. $3 plus 25¢ . Toy Chest. 2760 S. More- all Blvd.. Shaker Square. Cleve- all 20. Ohio.



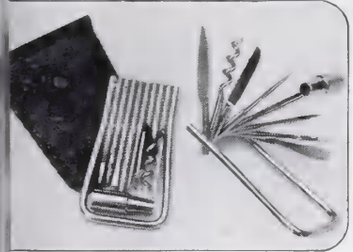
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's an inexpensive, multiple-use hassock demanded by h television age as a living room seat, footrest, coffee e or as an occasional stool in any room in your home expertly tailored, variety of colors to fit any decorative ne . . . Covered in washable Duran or Naugahyde ic resistant to burns, acids, or scratches . . . Com- bly cushioned with special padding . . . Glides permit lless movement, light enough for a child to carry 5 inches square and 16 high . . . Color combinations: in all cases combined with green, red, brown, yellow rtreuse in pattern as pictured . . . Excellent gift . . . r order two, today . . . state color combination desired.

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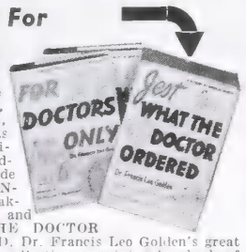
andy compact set of small, hand rged, hand ground, hardened and ight nickeled tools. The kit includes large and small screw driver, gim- t or drill, hammer, scriber, saw, rkscrew and file. All fold flat into ndle. Any one tool when turned lly outward, snaps rigidly into place, ady for use. Pocket size, weighs only oz., ideal for housewives, motorists, avellers, sportsmen, hobbyists, exec- ives and doctors—home, shop or of- e. A SMART AND PRACTICAL GIFT ATTRACTIVELY BOXED.

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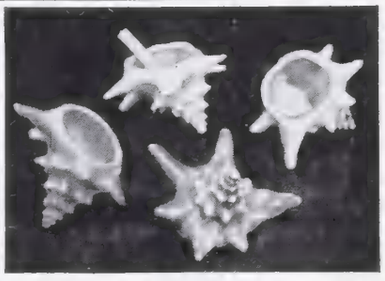


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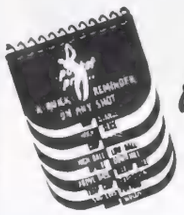
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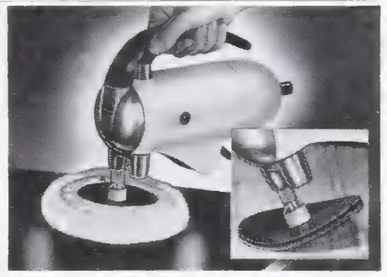
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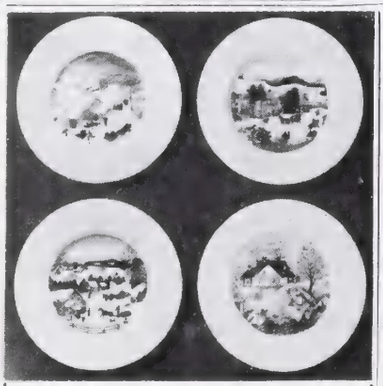
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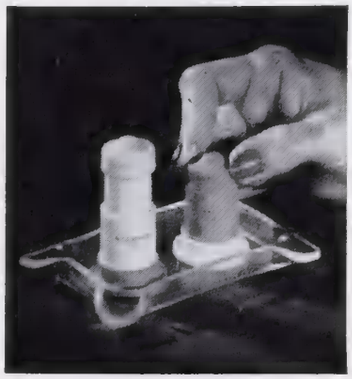
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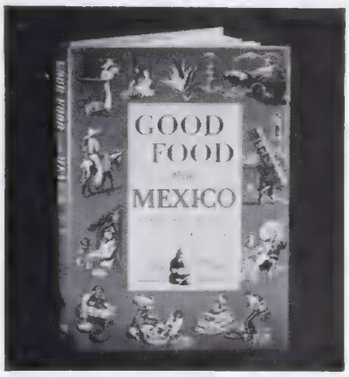
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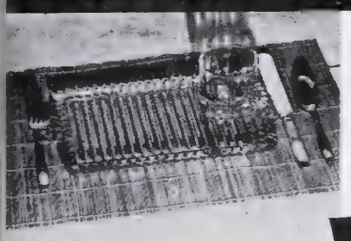
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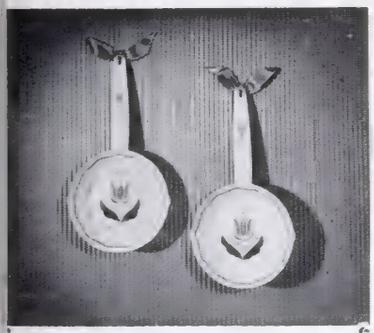
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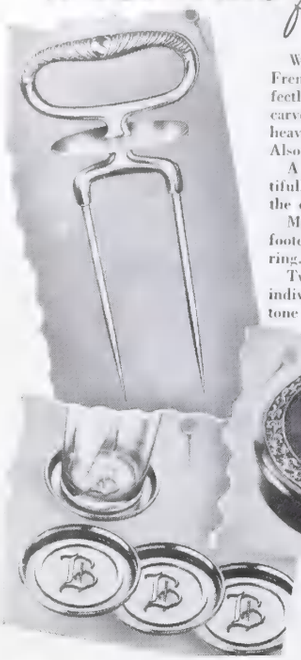
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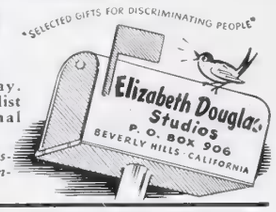
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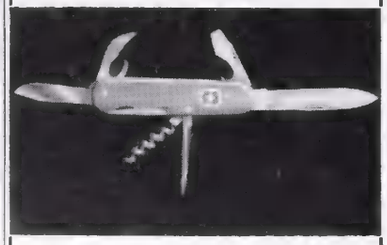
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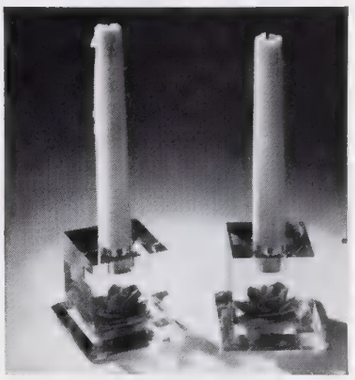
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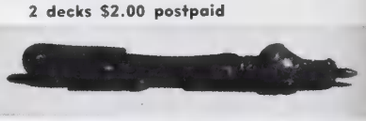


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GAY SALTS AND PEPPERS. If you've been thinking of starting a collection, these two pairs would be fine starters. Both are made of metal, hand-decorated with bright realism, and there's a set for a land-lubber, a set for a sea-farer. So choose the tiny engine and coal car, $1, or the lobster and clam, $1.50 pr., $2.75 for 2 pr. Ppd. Smart Sales Co., Box 128, Larchmont, N. Y.





MAP ASHTRAYS

4" pottery ashtrays designed in the shapes of the 48 States, District of Columbia and Hawaii. Handpainted under glaze. State flower in full color. Lettered with State's name and, if desired, any town at no extra charge. Available with pastel green or gray in tray's base.

$1.00 each, postpaid

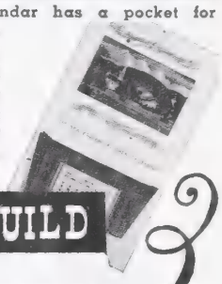
Set of any four, $3.75 postpaid. Any person's name included, 25 extra per tray. Shipped within five days after order received. *(No C.O.D.'s, please.)*

ANNIE LAURA CERAMICS
Box 289 Downey 24, Calif.

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GIFT SUGGESTIONS
EVER OFFERED . . .

. . Gifts of wrought iron, copper, brass, wood, food, paper. Gifts that are reproductions of Early American Gems. Many gifts you'll not find in any store. Gifts for as little as a dollar. Gifts for EVERYBODY. You'll find all these suggestions in big Christmas package of interesting catalogs by different New England shops. An exciting evening of armchair shopping for the entire family — only 25c in coin.

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34 OLD BROOK ROAD
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Personalized
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No more exasperating search in your handbag. Works like a filing system. Holds everything in place; billfold, keys, compact, lipstick, pen, pencil, nail file, cigarettes, etc. 3 sizes to fit all size handbags. SMALL, 6¼" × 3½" with 7 pockets; MEDIUM, 7" x 3½" with 7 pockets; LARGE, 8½" × 3½" with 9 pockets. For everyday use; SIMULATED LEATHER in Red, Green, Brown, Navy or Teal Blue. (Give 2 color choices.) For special occasions; Black TAFFETA with colorful Roman Striped center. Either material personalized in 23-K Gold.

SIMULATED LEATHER.....Each $1.50
TAFFETA .....Each $2.00

State sizes, color and materials. Please print name. Splendid for Hostess Gifts, Canasta or Bridge Prizes, etc.

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Elron 156 W. Chicago Ave. Dept. P1161, Chicago 10, Ill.

GAME BIRD GIFT BOXES



De Luxe Pheasant Dinner

A thrilling gift for one who loves fine food: a memorable dinner to serve yourself! First, jellied pheasant consomme; then a whole, plump young pheasant raised on our farm in the Berkshires and ready for the table after 15 minutes in the oven. To serve with it, ready-cooked wild rice, pheasant broth to heat it in, and a jar of luscious farm-made, all-fruit currant jelly. Sent postpaid $9.90. Send us your gift list. Catalog of other game bird delicacies on request.

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"The World's Largest Shipper of Game Bird Gift Packages"

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CHRISTMAS MUSIC BOX CARDS



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Also available in Birthday card that plays "Happy Birthday To You"—Immediate delivery.

$1.15
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Amazingly Different Natural Looking
COCKER SPANIEL ALL-PURPOSE LAMP

A brand new note in table lamp charm and decorative appeal. Life-like Cocker Spaniel pup has big, soul stirring, sorrowful eyes and is flocked to resemble the natural, furry hide of a real dog.

A truly artistic all-purpose lamp to enhance the living room, den, bedroom, nursery, etc. Colors: Russet -blonde -black. Height 16", equipped with parchment shade depicting various breeds of dogs.

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These attractive markers make thoughtful gifts—and they make it easy for friends to find *your* home DAY-n-NIGHT! The permanent, embossed letters are treated with the material that makes highway caution signs sparkle in your headlights—even a dash of moonlight makes DAY-n-NIGHT Markers gleam!

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- **Baked enamel—black background—white beaded letters**
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- **Any wording you want, up to 15 letters and numbers** PLEASE PRINT CLEARLY

Any marker C.O.D. if desired; fees, postage added. Colorado residents add 2% sales tax.

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BRACKET MARKER with wrought aluminum bracket $3.95 POSTPAID



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Bad weather is no spoil-joy for Small Fry now! Swing-A-Baby indoor swing fits any standard size doorway—installs quickly, easily. Gives Tike endless fun and you peace of mind. Put this on your Santa Claus list—it will lead in any gift parade.

$6.95 Postpaid

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1117-B. N. Dearborn Chicago 10, Ill.

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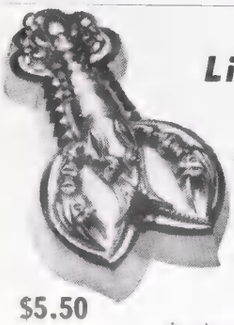


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A comfortable-to-wear device to correct the annoying disturbance of snoring

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Life Size Lobster Mold

$5.50 Postpaid

in gleaming copper to hang on your kitchen wall for a smart decorative note . . . or to transform a simple dish into a festive course. Made of tin-lined heavy gauge copper. 10" long.

THE SHADOW BOX

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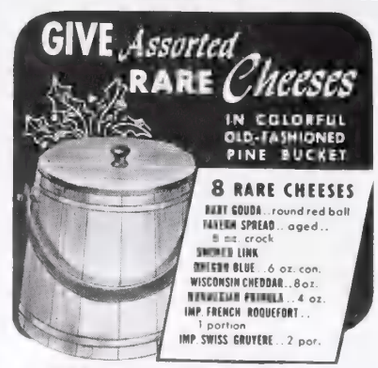
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Here's the ideal gift for the *favorites* on your Christmas list. The gift of true distinction . . . delicious rare cheeses not found in most neighborhood stores . . . cheeses for every taste from tangy to mellow and mild. Send your orders today.

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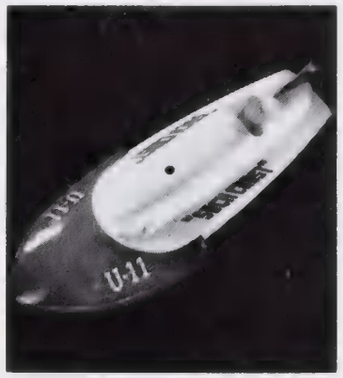
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ALL WOUND UP and ready to race around a bathtub or zoom across a pond, this is a speed boat to kick up the spirits of any little speed-loving skipper. Made of red and white plastic, with a mahogany-finished forward deck, it's impressively like the real thing, and travels for 150 feet on a single wind-up. 16" long. $4.95 postpaid. Order it from Randel Associates, 1123 Broadway, New York 10, N. Y.



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ONLY $1 POSTPAID

6 complete sets $5

GREAT FOR PARTIES!

Some blow up to 4 feet long! Giant airship balloons; giant serpentine balloons; "Snooty," the clown with the big nose; "Oscar," the rabbit with big ears; "Tippy," the lovable mouse, Big Santa Claus. 50 balloons in all—finest rubber obtainable; every one guaranteed perfect. 10 brilliant colors, many sizes. Wonderful fun for kids and just the thing for your own Christmas and New Year's parties. Money back if not delighted. Order as many sets as you wish.

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Shopping



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KEEP THE CHANGE in this handsome copy of an old English coin purse. Made of gold or silver plate, it has a snap closing, and identified compartments for quarters, nickels, and dimes. With the chain for securing your keys, it's a beautifully compact accessory for a lady of distinction to carry in her purse. $5.50 including tax and postage. Greenhill Gift Shop, 313 Main St., Allenhurst, N. J.





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Most distinctive and appreciated for masculine Christmas gifts! Finely crafted of beautifully grained Eastern Walnut, they're decorator's items for study, den or lodge. Shipped knocked-down, prepaid. Each rack: 1-gun **4.45**; 2-gun **6.95**; 3-gun (as shown) **7.95**; 4-gun **8.95**; 5-gun **9.95**; 6-gun **11.95**. Order today. Money-back guarantee. Descriptive brochure on knotty pine and walnut NORCRAFT wall gun cabinets on request.

Northwest Sports Equipment Co.
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at the sight of this practical gift! A toothbrush and tumbler set hand-painted with child's very own name and amusing duck illustration (left), or heart and flower design (right)—in pink, blue or red. It makes tooth care fun! Fine, sanitary plastic . . . tasteless and odorless, holds its shape. Toothbrush with white nylon bristles.

The set ..... **$1.00** ppd.

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KEM . . . the New SPOON Designed for FEEDING INFANTS

Different in Size, Shape and Balance!

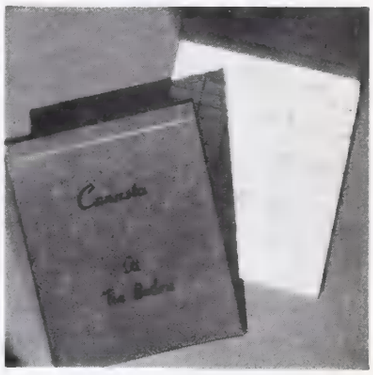


▪ NARROW BOWL—fits infant's mouth. • STRAIGHT HANDLE—mother's hand is below Baby's line of vision . . . Baby doesn't squint as food approaches mouth. • HANDLE provides firm grip if Baby should push mother's hand . . . reaches bottom of baby food jars without messing fingers. ▪ Unique bowl protects mother from splashes, if Baby blows at food. ▪ Wash and sterilize before each feeding, special solid metal KEM alloy continues to look like finest silverware!

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Cuddly companions for the younger set! An irresistible plush Pup (6" high) nestled against its completely captivating (8½" tall) Cocker "mamma". Both on a color-bright plaid pillow set in a beautifully woven straw basket.

Cocker, Pup, Pillow 'n Basket . . . only

$4.95
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. . . created for fastidious women who appreciate style, beauty, utility, value. STICHETTE consists of a complete sewing ensemble, featuring JEWEL-TONE Lustron Case in Ruby or Amber; scissors, six bobbins of thread in assorted shades, utility vial with needles, needle-threader and thimble. The purse-size sewing companion is indispensable for home, office, school, travel. The ideal gift all year 'round. *Limited offer* . . . your initials GOLD ENGRAVED *FREE!* Only $2.00 postpaid. No C.O.D.'s. Money back guarantee. 12 Refill bobbins, assorted shades, in plastic kit 50c.

MAJESTIC GIFTS CO.
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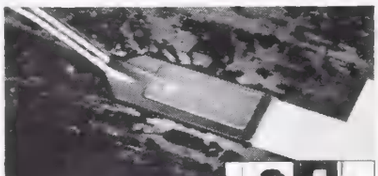


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Write for free gift folder. No C.O.D.'s please.

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removes paint in one stroke **$3.95**



Save yourself exhausting scraping — do the job in half the time. Softens paint or enamel electrically, strips finish down to base wood instantly. Won't scorch or harm delicate wood surfaces. AC DC.



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Please send ..... Electric Paint Strippers at $3.95 ea.

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All the fixin's . . . all the mixin's . . . in one space-saving *off-the-floor* unit! Beautifully decorated Hang-O-Bar stocks 6 big bottles of your favorite liquors *plus* all glassware and accessories. Easy to hang from wall or door with fixtures provided. *Best bar by far* for the small home or apartment. Order today!



- FINE, STURDY WOODS.
- HAND-MADE and decorated. Natural pine finish—soft green enameled interior.
- CUSTOM-FINISHED and alcohol-resistant.
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Express Prepaid

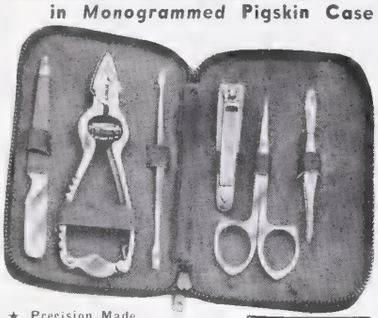
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CONTAINS all essential implements for Careful Grooming of Hands & Feet:—Stainless CLIPMASTER Heavy-Duty Toe-Nail Clipper; Finger Nail Clip; Cuticle Scissors; Cuticle Pusher; Tweezers & Nail File. Cased in expensive Genuine Pigskin Zippered Case. Chamois Lined. MANICURE-PEDICURE INSTRUCTIONS and Brochure "FOOT CARE & EXERCISE" by Nat'l Foot Health Council, sent with each set.

FREE—3 LETTER MONOGRAM Stamped on Case. GIFT WRAPPING AND CARD, if Requested.

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Special
LUSTRO-WARE
ICE BUCKET
ONLY $2.95

★ This Lustro-Ware Ice Bucket keeps ice cubes for *hours*—longer than many insulated containers costing two or three times the price! Patented double-wall construction does the trick. Condensation won't form on the outside to mar your furniture. Holds 30-35 cubes, plenty for parties. Beautiful mahogany or copper finish.

Postpaid, only $2.95

At this price you'll be smart to buy several for gifts, one for yourself!

SEND FOR FREE CATALOG

Foster House

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HANG IT ALL

In This **DOLL'S GARMENT BAG**

The age-old problem of where to put all those little dresses that clutter up every doll-inhabited home is solved in this clever replica of an adult's garment bag. Complete with 4 plastic hangers and a full side zipper, here's a wonderful incentive for any "little mother" to be neat and tidy. In waterproof plastic ..... **$1.25** postpaid

Preferred Gifts

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Baby's Safest Sleeping Garment



Scientifically designed by a doctor, solves problem of baby's wrestling with confining bed clothes, pins or ties—allows complete freedom of movement. Zippered front. Baby sleeps between blankets.

	Infant to 1 yr.	1-2 yrs.	2-4 yrs.
Wool (Rayon Trim)	$8.95	$10.95	$12.95
Wool	7.95	8.95	10.95

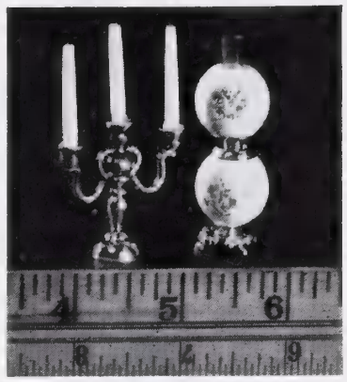
Cotton (All Sizes) — $4.95
Broadcloth (All Sizes) — $2.95

PINK or BLUE SENT PREPAID, NO C.O.D.'s

Sleepytown 26 PATTON TERRACE FALLS CHURCH, VIRGINIA



PI-DIAL is a pie plate whose rim is marked with numbered guide lines, from 4 to 8. With it you can cut absolutely equal portions. Depending upon whether you want to get 4, 5, 6, 7, or 8 slices out of a pie, you cut it at the points around the circumference that are marked with corresponding numbers. Heat-resistant plastic, with clear plastic dome. $1.25 ppd. Black & Fischer, 43 Bowne St., Flushing, N. Y.



TINY TRIUMPHS for your collection of miniatures are these two reproductions from another era. The Gone-with-the-Wind lamp has a removable globe and chimney—even has a miniature burner. Hand-painted with pink or blue decoration, 2" high, $5. The 3-branch candelabra is handmade sterling silver, comes with 3 tapers, 1¼" wide, $6 incl. tax, ppd. Chestnut Hill Studio, Box 156, Mamaroneck, N. Y.



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The perfect gift for the Physician

Here is a bag your favorite physician will find both distinguished in appearance and practical in use. The patented "OPN-FLAP"© feature allows the bag to be opened to the full length and width of the top, thus allowing 1/3 more packing space. "OPN-FLAP"© Hygeia is the only medical bag that can be packed to the very top and zipped closed easily without crushing the contents. Crafted in fine top grain leather.

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Send Check or Money Order TODAY.
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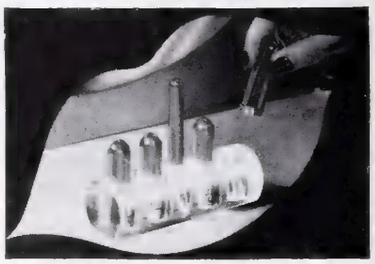
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holds 4 lipsticks & lip brush "at your finger tips"

The dramatic flair of Hollywood—fabulous land of the art of make-up—is amply evident in this lustrous, brilliant styrene Lip Bar, home-sweet-home for your four favorite lipsticks and a lip brush. Clean modern styling is correct in any setting. In clear, blue, or coral pink; attractively gift-boxed. Order now, for yourself and for gifts.

$1.95 each ppd.
(without lipsticks)

Ranilom, Inc., Dept. HB-11
7504 Sunset Blvd., Hollywood 46, Calif.

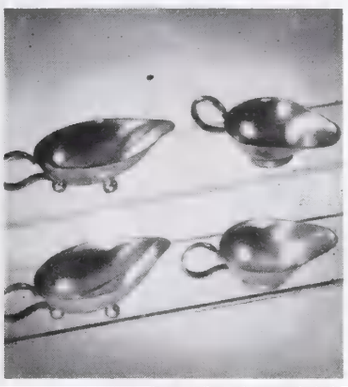
Shopping



JELLY JEWELS. We've never tasted anything like these jellies. Put them on scones, popovers, or English muffins, and you have a high tea, or a Sunday breakfast that's unforgettable. And wait till you try the mint flavor with lamb! Cinnamatang, the cinnamon jelly, is our favorite, though. Gift package of 4 jars of Cinnamatang, mint, apple, and grape. $1.50 ppd. "Cinnamatang." 114 E. Colvin St., Syracuse, N. Y.



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WHEN THE STORK ARRIVES...

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B BABY-BOTTLE STERILIZER

Easier to Keep Clean

The only popular-priced electric sterilizer that will sterilize 24-hour supply of 8 bottles at same time. White enamel top, ebony plastic base. Automatic safety shut-off. AC current. (No bottles or connecting cord.) Postpaid, only $7.95

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America's finest. Helps humidify room. Boils baby's egg. "Insawall" construction keeps walls cooler, prevents burns. Automatic safety shut-off. AC current. Has connecting cord. Specify color wanted—pink or blue. Postpaid, only $1.99

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Sparkling sugar cubes with dainty raised wreaths, Santas, and Christmas designs of spun sugar, full color. Five each of 6 designs. No. X4218. $1 ppd.

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Jolly, pink-cheeked Santa serves salt—his Christmas tree supplies the pepper. Santa is 3" tall and of brilliant red, white and black ceramic. The tree is authentically shaped with brilliant dots of color as ornaments. Order No. X4171. $2 per set Postpaid.

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This exquisite set with its striking simplicity will lend a tone of distinction and glamorize any dressing table be it modern or traditional.

All metal, permanent non-tarnishable set, finished in mat silver with contrasting gold handles. Comb and brush are hand engraved by artist craftsmen with delicate twotone gold motifs. Brush has nylon bristles and can be disassembled in a jiffy for cleaning. The 3 piece set comes in a lovely satinlined giftbox and is offered at the amazingly low price of $10.00. Postpaid with a money back guarantee. *No C.O.D.'s please.*

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THE HERSHEY CANDY BAR BANK

A real vending machine that dispenses penny Hershey's milk chocolates. **Your child** will love its Novelty, its **candy! You'll** like the **saving habit!**

Sturdy plastic and metal. Simple to operate, to refill. Back unlocks with key for refilling or to remove pennies saved. Complete with key and 24 chocolate bars, plus 24 refills.

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BREN LINDA Dept. B, 545 Fifth Ave. New York 17, N. Y.

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Keep Your Dog Off Furniture, Rugs, Etc.

Just shake a little **Powder Chaperone** on anything you want to protect. You can't smell it; dogs avoid it! Easy way to train, stops puppy damage to slippers, drapes, etc. Harmless. Keeps male dogs away from females in season.

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Order **Powder Chaperone** C.O.D. $1 plus postage (or send $1 bill at our risk and we'll pay postage). *Money-Back Guarantee.*



Kitty Chaperone keeps cats off chairs, etc., and from clawing furniture. $1.

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Chaperone Dog Cleaning Powder cleans dogs better than water, avoids colds. Stops scratching; stops odor. Shake on, rub in, brush out. Big Pkg. $1.

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are the hoax of the half century and the realistic red lips, permanently fired on the glass, are guaranteed to get a million dollars worth of laughs for only one buck. Serve your most inviting drink in a **Lipsmeared Glass** and the unsuspecting will do a quick double take. Pull the hilarious new joke on your hostess or your guests.

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DECORATIVE
Wall Shelves
IN THE RICH TRADITION OF KOCH WROUGHT IRON

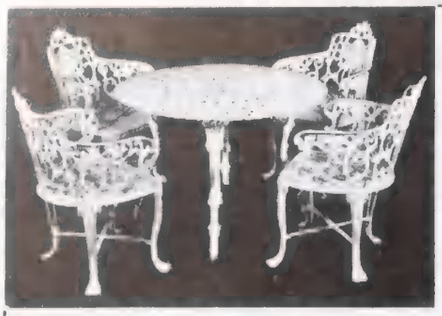
"Classic" design at left offers spaciousness. 20" wide, 23" high, 5" deep. White. **No. WS-52, $7.95 ea.**

"Arbor" motif at right is 22¾" high. 4" deep shelves. White. **No. WS-51. $4.95 ea.** Dept. G-11.

Express collect.

S-I-P 1500 PARK EVANSVILLE 4, INDIANA





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Complete set of four chairs and table. Table #100 Beautiful lace design 42" diameter top, 27" high. Chairs #402 Authentic reproduction of fine antique found on Gulf Coast. Set would be charming addition to sun room, terrace or garden.

Table **$35.00** Chairs **$32.50** ea.

Other Ideal X-mas Items



Left. Oval Top Flower Box.

True copy of oval top antique flower box and stand 23" long by 15" wide on top, 21" high. Ornamental design. Painted white.

only **$19.50**



Right: Occasional Table.

Beautiful lace design. Original is over 100 years old. A true copy with glass or marble top. 30" high, top 20" dia.

Glass top **$24.50**

Marble top **$29.50**

Send for catalog of other items

Send check or money order. Crated free. Pay freight or express when you get shipment. Indicate which way you want it shipped.

J. F. DAY & CO. 1901 4th Ave., South Birmingham 3, Ala.

Window Shopping



CHIMNEY SWEET. Unearth your old oil lamps, and let them brighten your modern living. First of all, pretty them up with a hand-painted glass chimney. It comes with pink moss roses or purple violets on a frosted ground. With 3" base, $3. Then, screw this electrified converter onto any old glass lamp or bracket lamp with a $1^{3}/_{16}$" opening, and you have a radiant beauty. $2. Ppd. The Village Shop, R. D. #5, York, Pa.



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SWEDISH BUTTER WARMER. "Put one of these at each guest's place the next time you have a lobster dinner. They're unbelievably satisfactory for melted butter and hot sauces. Or fill them with your own special cheese mixture and let each person spread his own cracker," says Pat Guinan. Beechwood handle with Stainless steel pan, 6" long overall. Server, lid and tray are **$3.95 postpaid.**

Satisfaction Guaranteed or your money refunded by return airmail.

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Highland Park 30, Illinois

*(We are listed in Dun & Bradstreet, Inc.)

VALLEY FORGE FARMS
TENDERSEALED
SMOKED TURKEYS



THRILL YOUR GUESTS with this Old American Delicacy — ideal centerpiece for holiday dinners, buffets, parties! Ideal gift for the menfolks to present to customers, employees. Our own plump broad-breasted turkeys, slow-smoked over fragrant hickory embers. Ready to serve: no cooking, no waste (carcass makes tasty soup!). Neatly packed with our recipes. Discount 10% on orders of 10 birds or more. Fully guaranteed.

WHOLE TURKEYS 7 to 18 pounds	$1.60 lb.
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Sizable weights named. Packed, postpaid anywhere in U.S.A. Phone orders: Center Point 7-1 2811



VALLEY FORGE FARMS
LANSDALE 8, PENNA.

Hand-Wrought Servers

Most in demand by particular customers—and our favorite—these gorgeous hand-cast, satin-finished solid aluminum Lobster or Claw Servers will prove the *piece de resistance* at your next buffet; or as servers which may be handed about at your cocktail party or supper. The Lobster is quite large: $14\frac{1}{2}$" x 9". The Claw about one-half size. Never need polishing. Ideal as that "talked-about-gift"! THE LOBSTER, $10.95. THE CLAW, $5.50. THE SET, $15.75. All prices postpaid.

SATISFACTION GUARANTEED

Near 25-page Catalog of Fine Gifts FREE with order. Regular price 25c each.



HOUSE OF CHARM
Austin Gyde Van Hove, Prop.
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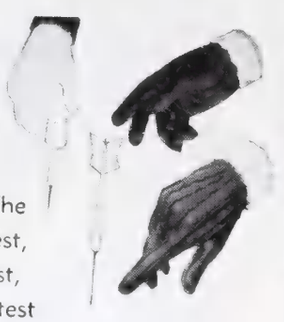


This is the gift they'll love best:

unique Wedding Invitation Tray!

Send us the next invitation you receive. We'll encase it in this handsome silver-plated tray; to make a permanent reminder of the bride's most important day. Has padded velvet base, sculptured handles. Complete, gift-boxed, for **$5.50.** Deluxe 24 kt. gold plated tray, with hand-painted forget-me-nots, **$7.50.**

MARKET-COMBERS
Box 3282, Atlanta, Ga. (Branch F)



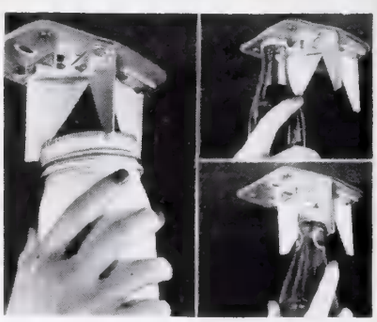
It's The Newest, Gayest, Smartest Glove Idea!

Fashion Bright 3-Way Gloves

Brighten your glove life! Fabric gloves with all-wool liner. Wear them together or wear the liner and fabric glove separately. Color combinations: Yucatan & Maize, Green & White, Wine & Grey, Navy & White, Red & White or any combination of these colors. Ladies' sizes: 6 sm., $6\frac{1}{2}$-7 med., $7\frac{1}{2}$-8 lge. Postpaid in U. S. $4.00

Write For Our Kit-O-Logue

McCAIN'S
Marshfield, Wisconsin



EZY-OFF Jar Opener

Opens jars in a jiffy! No prying or tapping. Saves tattered tempers and tableware. Removes screw lids of any size, as well as bottle caps, paint can lids and other press-on lids. Attaches easily under kitchen shelf with only 3 screws. Simply hold jar firmly against prongs and twist, both hands are free to turn jar. Easy does it. Off comes the most stubborn lid. Also ideal for tightening lids in home canning. Order yours today! **$1.49** *postpaid*

Bradley's

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14 k. Solid Gold Earrings

Make Her Christmas A Golden One.

UPPER. Give her these precious, very wide and heavy 14k gold gypsy earrings. They are not just a shell, but are completely covered inside and out. Made with a sturdy clip back.

LOWER. These long 14k gold pendant drop earrings are so graceful. Made with a gold button at the lobe, they are also completely covered, have a screw back, and are a beautiful complement to sport or evening wear.

Both pairs are also made for pierced ears.

***$24.35 Fed. tax inc.** **No C.O.D.'s**

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*Add 2% Sales Tax in N.Y.C.



America's rarest fruit . . .

Royal Riviera Pears*

THE GIFT THEY'LL ALWAYS REMEMBER

Give these surprisin', impressive pears . . . and *you'll* be long remembered as a thoughtful, original giver. In perfect taste for anyone on your Christmas list. So rare, hardly 1 person in 1000 has ever tasted 'em. So juicy you eat 'em with a spoon.

Inexpensive, Too!

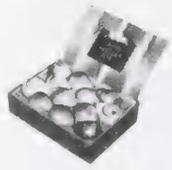
You can't buy these gift packages in stores for love or money. But here's the best news: they're not high-priced, they're inexpensive. Packed in handsome gift boxes, with your greetings.

Gift No. 1 . . . Delivered **$3.15**
(shown – 10 to 14 pears)

Gift No. 2 . . . Delivered **$4.25**
(16-20 pears—40% more)

Gift No. 3 . . . Delivered **$3.85**
(20-25 smaller pears)

Available Nov. 1 to Jan. 25 only



Christmas



January



February



April



July

HERE'S THE FAMOUS, ORIGINAL

Fruit-of-the-Month Club*

The gift that creates excitement and praise for you the whole year thru. You only order one present, but we deliver a whole parade of eye-poppin' gift boxes of America's finest fruits 'n delicacies throughout the year.

Christmas is the "grand opening." An engraved Membership Certificate inscribed with your name and mailed in advance announces all the good things to come.

A CLUB MEMBERSHIP FOR EVERY BUDGET

12-Box Club

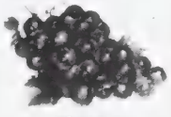
At Christmas, Riviera Pears; Jan., Apples; Feb., Grapefruit; Mar., Cheese; April, Preserves; May, Cake; June, Canned Fruit; July, Nectarines; Aug., Pears; Sept., Peaches; Oct., Grapes; Nov., more Riviera Pears. **Gift No. 20, $40.65** delv'd. *Available year 'round.*

8-Box Club and 3-Box Club

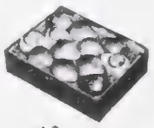
8-BOX CLUB, the favorite, omits Mar., May, June, Aug. selections; **Gift No. 15, $27.25** delv'd. *Available year 'round.* 3-BOX CLUB: Christmas, Jan., Feb. treats; **Gift No. 11, $9.95** delv'd. *Not available after Jan. 15.*



September



October



November

Folks Can't Help Thinking Nice Thoughts About You!

Your name appears on every Fruit-of-the-Month Club treat – as well as on the handsome Certificate of Membership announcing your gift.



this Christmas do your

Shopping for Surprises*

WITH

Harry and David

BOX 70, MEDFORD, OREGON



First Gift Seen Under Any Christmas Tree

Tower of Treats*

If opening *one* present is fun, then bustin' into *five* presents is 5 times more fun! Gift boxes towering 14" high hold Royal Riviera Pears, jumbo apples, whopper figs, fine candies and other surprises. Real Holly on top.

Talk About Your Money's Worth! To see it, you'd think this gift cost $15 – but we deliver it, with your greetings, for only –

Gift No. 51 . Delivered **$6.95**
(Jumbo size – illustrated)

Gift No. 50 . Delivered **$5.15**
(Large – 4 boxes)

Available Nov. 15 to Jan. 15 only

*® © H&D



So Beautiful! So Impressive!

Royal Gift Baskets*

Folks you send 'em to will be showing 'em off – and singing your praises – for days and days before they start excavating! The focus of all eyes at Christmas. These gorgeous baskets are heaped high with Royal Riviera Pears, fruits, nuts, candies, other surprises.

So Much for So Little! We ship direct from our own Bear Creek Orchards – and there's no extra charge for packing and delivery.

Gift No. 6 . . Delivered **$9.95**
(shown – shpng. wt. about 17 lbs.)

Gift No. 7. . Delivered **$13.65**
(bigger 'n more bountiful – shpng. wt. about 23 lbs.)

Gift No. 8 . . Delivered **$17.75**
(biggest – shpng. wt. about 29 lbs.)

Available Nov. 15 to Jan. 15 only

HOW TO ORDER FROM HARRY and DAVID

Send us your list of names and addresses of the lucky folks – with the gift names (and gift numbers) for each. Tell us how you want the greeting enclosure signed. Enclose check or money order. Prices include perfect delivery guaranteed anywhere in the U.S.A. proper, within express limits. No chgs. No C.O.D's.



PHOTOGRAPH BY EWING KRAININ

Newcomers to America's awesome, magnificent Southwest Desert country must accustom themselves to the quiet vastness of sky and land and to the constant change in color and pattern. Above, sands momentarily sculptured by the wind into precise geometry.

How to leave home and like it

by Louisa M. Comstock

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels

One advantage of driving to Arizona is the superiority of Arizona's motels, elsewhere called motor courts, tourist courts, and the like. Arizona, in fact, claims to have originated the motel. Such is her pride in it that she not only possesses an unusual number, but each new motel seeks to outdo the last in architecture, service, and extras, with most gratifying results to the traveler.

Around Phoenix alone, there are more than 350, almost all with elegant lawns, shuffleboard, horseshoe and croquet courts, sun decks and patios for sun bathing, and not a few with their own warm-water swimming pools. Others point with pride to incidental refinements like cactus gardens, aviaries, barbecue pits for outdoor steak fries, miniature golf courses, putting greens. At least one serves its guests breakfast in bed. If you wait until the peak months of February and March, of course, even this number may be filled. But if you go earlier, you may find a motel a pleasant way of settling in, learning your way around, and selecting how and where you wish to spend the bulk of your vacation. You may indeed find it so pleasant that you will look no farther, but make your motel headquarters for your entire stay. Phoenix Chamber of Commerce, which stands ready to furnish information about motels as well as other types of accommodation, quotes rates from $2 to $7 now, $4 to $20 during the peak season.

All this and Calypso, too

Here are some reasons behind the current enthusiasm for Jamaica, especially among people preferring a one-island Caribbean vacation. One is that Jamaica itself is diverse, made so by an unusually mountainous terrain, so that you can choose at will between seashore, inland and foothill resorts. Another is that Jamaica is unusually accessible, only three hours by air from Miami, a little more from New Orleans, and served regularly by at least three steamship and seven airlines. It is available all year round on those boons to the initiated, the package tours, through which air and ship transportation plus a variety of experiences ashore are most attractively combined. Moreover, Jamaica is so nice a cross between the strange and the familiar, the exotic and creature comforts, that it wears better, perhaps, than certain other Caribbean spots we can think of which are exciting at first experience but nothing you'd long to return to. Thanks to the altitude and the trade winds, you can rely on the climate all the year round. (*Continued on page 265*)



JEWELS: BLACK, STARR & GORHAM—DRESS: BONWIT TELLER

A. H. HEISEY & CO., DEPT. H-11—NEWARK, OHIO, U. S. A.

look to

Kirsch

for the finest in Venetian Blinds



You'd expect the finest in Venetian blinds from Kirsch, the leader in window decorating ideas and fixtures . . . And you'd be *right*. The Kirsch SUNAIRE, "Peer of Venetians," with exclusive double curve S-shaped slats, offers something "extra." Not only graceful beauty that is a little different . . . Not only years of easy, satisfying operation . . . But also superlative *control* of light and ventilation.

SUNAIRE



"Choose the name you know"

Kirsch
SINCE 1907

DRAPERY HARDWARE
VENETIAN BLINDS

Only Kirsch has the Exclusive S-shaped Slat!



Only SUNAIRE offers the s-shaped slats of flexible steel or aluminum. Wider (full 2 3/32") they give you wonderful control of light and air entering the room; *protected* privacy!



Write **FOR FREE** *Sunaire* **FOLDER**

Before you buy *any* Venetian blind, find out about the exciting Kirsch SUNAIRE. Send for this free folder showing colors and features of the "Peer of Venetians." Address Kirsch Company, 188 Prospect St., Sturgis, Mich. *In Canada:* Woodstock, Ont.

Beauty Begins at the Windows . . . Start with Kirsch Equipment

Traditional or Modern?



FIRST OF ALL, RUBBER FLOORS LAST!



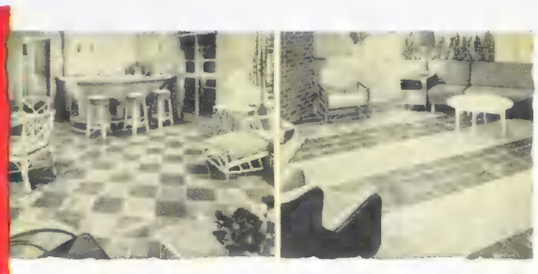
Furnishings above by Herman Miller Furniture Co.





Oh, how they wear and wear, these Amtico Rubber Floors. And how easy they are to clean. And do they mar? Not in their life! "But are they pretty?", you ask. Beautiful's the word! You choose from 23 colors that fit every decorating scheme from striking modern to gentle provincial. What's more, they're fire resistant and silent even under the clatter of little feet! See them!

Amtico
RUBBER FLOORING



Traditional or Modern?



AMERICAN TILE & RUBBER COMPANY,
DEPT. HB-4 TRENTON 2, N. J.

In Canada—American Tile & Rubber Co., Ltd., Sherbrooke, Quebec

Gentlemen: Please send me free illustrated folder showing AMTICO'S decorator-styled colors.

NAME_____

ADDRESS_____

CITY_____ STATE_____



Wallace creates the only Sterling Silver patterns with Third Dimension Beauty

Beauty in Front

Beauty in Profile

Beauty in Back



You can own a work of art . . . proudly possess sculpture in Sterling Silver . . . have a treasure at your fingertips, with your Wallace Sterling "Third Dimension Beauty" pattern. For, Wallace Sterling is truly precious silver . . . like sculpture . . . lovely from every possible view. Only Wallace Sterling has "Third Dimension Beauty"—an exquisite design not only in front, but in profile, and back as well.

Like every masterpiece a Wallace pattern grows more beautiful each time it graces your table. Top to bottom: Romance of the Sea, Rose Point, Stradivari, Grand Colonial, Sir Christopher and Grande Baroque. Six piece settings priced from $27.40 to $37.50 including tax.

WALLACE STERLING *Silver*

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WALLACE SILVERSMITHS, WALLINGFORD, CONN. • *Since 1835*
WALLACE SILVERSMITHS, TORONTO, CANADA

Photograph by Edward Weston from his book, "My Camera on Point Lobos"
published by Virginia Adams, Yosemite National Park, and Houghton-Mifflin Co.



Reporting on a vital trend in American taste...



Based on analyses of what merchandise is selling best in many fields, plus broad social surveys, House Beautiful reports a strong public preference for

Naturalism

• *in colors* • *in manners and behavior*

• *in forms and designs* • *in materials*

What have you bought since the war? We wager your recent purchases in rugs, fabrics, wallpapers, and paints are nature-colored, or nature-textured, or patterned after nature forms. This is no coincidence. Millions of other people have felt the same way. For today's best sellers are all naturalistic—in color, form, and texture. HOUSE BEAUTIFUL says this is a long-term, vital style trend—not just a passing fad. Read how you happened to develop this taste preference, and how it affects your other ideas about better living.

by Jean Murray Bangs and Dr. Ralph Linton

Why have millions of Americans suddenly developed a taste for certain greens, browns, grays, and yellows? With no official dictum or promotion, no sanction but their own feelings, why are people all over the country filling their homes with the colors, materials, textures, and forms of nature? Why indeed? But first, the *exact* facts!

During the summer of 1950, HOUSE BEAUTIFUL editors gathered together the top "best-sellers" of the last two years in all types of home furnishings that use color, pattern, and texture. All price levels were researched—from the "completely mass" to the most high-fashion "decorator" types of merchandise. They found the best-selling items in all manufacturers' lines were invariably naturalistic in design.

The color palette found in all these best-sellers is made up exclusively of the colors *commonly* found in nature: soils, tree barks, plant leaves, wood tones, ferns, rocks, and grass. Flower colors occurred, but as a minority group, and then used only in small quantities for sparkle—in about the same small proportions as Nature uses flower colors. No strong, intense, or not-to-be-found-in-nature colors showed up as sales winners. Many were grayed and muted, and all color schemes combined the correct accent color, as nature commonly does it.

Even more interesting—the best-selling patterned fabrics used designs that *realistically* presented common nature forms: leaves, ferns, trees, flowers. And the textured fabrics that were best-sellers were *so* textured they reminded us of the coarseness of bark and rocks. And why not? They were even colored to resemble bark and rocks. So it was no surprise to find that the paints that people have been having mixed to their order should reflect this same naturalistic trend. Neither was it a surprise that the best-selling rug colors were such that they could be laid down outdoors and look completely at home there.

These findings were not a total surprise to the Editors, for they had suspected this might be the case. For naturalism is a very logical ingredient in the emerging American Style in architecture and decorating. But they asked us (as an architectural historian and as an anthropologist) to evaluate these findings in a larger frame of reference than as mere fashion. They suspected that these apparently (*Continued on next page*)

Naturalism (continued)

random phenomena were neither random nor phenomenal, but part of a big, long cycle of social change, and that this evidence was only a small part of a bigger story.

This preference for "nature" colors (greens, browns, and warm grays—the color of leaves, rocks, soils and tree trunks) springs from a basic change in attitude about our homes.

Originally, our houses were designed almost solely for "protection against the elements." Now we endeavor to "bring the outdoors in," thanks to our vast progress in controlling weather and climate. As soon as wide openings and glass walls made the outdoors an actual or visual extension of the room, it was inevitable that there would be a demand for color harmony between the inside and the outdoors. You have only to look at the rash of picture windows that has broken out across the country to realize that the emphasis has changed—from keeping nature *out* to letting it in.

In the case of the city apartment, in which the room must turn in on itself because connection with the outdoors is physically impossible (as well as visually undesirable), nature colors seem to act as a psychological link between the room and the outside. They bring up memories and images of actual scenes.

"But can better heating plants and insulating glass produce a taste change?" you ask. Yes, indeed! Americans have always liked contact with nature. For the bulk of our population, nature is safely under control and we have nothing to fear from it. We consider ourselves a part of nature and, therefore, akin to it. We have never been afraid of it as in other societies, because our American world was born since mankind learned there is nothing supernatural about nature—nothing which the mind can't understand. Moreover, we Americans are constantly doing things to nature, instead of attempting to adapt ourselves to it as more primitive peoples do. We are constantly doing things to improve it (witness Climate Control in our houses, and our vast reservoir and irrigation projects).

Because of our attitudes, nature offers us peace, relaxation, and escape in an increasingly complex and competitive society. The present "liking" for nature in the decorative and architectural fields is an evidence of our friendliness to and respect for the natural world and its laws. This attitude is a basic part of our feeling about life. (It also accounts for our predilection for realism in painting.) (*Continued on page* 292)

PHOTOGRAPHED AT CANNELL AND CHAFFIN



A root from the High Sierras, polished by wind, sun and rain, makes an interesting piece of sculpture. We Americans feel more at ease with such art forms, because we do not worry about their meaning.

THREE PHOTOGRAPHS BY MAYNARD PARKER



When we let the nature of the material proclaim itself, we get this kind of result—a texture like moiré ribbon. Rough-dressed wood siding on a house in Seattle, designed by Pietro Belluschi, architect.

When our eyes get attuned to appreciating natural things, we find all kinds of beautiful decorative materials lying right under our hands, crying to be used. Every ingredient in this Honolulu lanai is a local, natural material. Equally handsome ones occur in every part of the United States. The trick is to see them.

TO SEE HOW NATURALISM DEVELOPED, TURN THE PAGE

PHOTOGRAPH BY EWING KRAININ

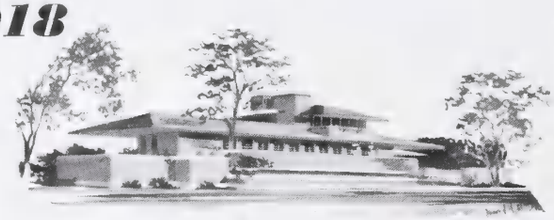


This isn't the first time we've been

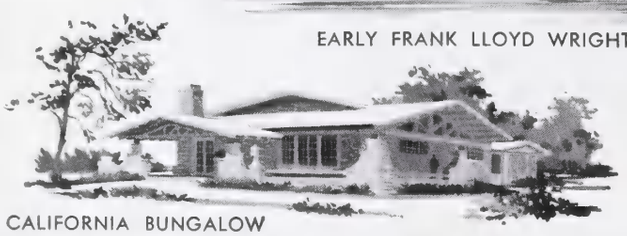
in love with nature

by Jean Murray Bangs

Period	Architecture
1894-1918	Although period architecture was dominant, an indigenous modern architecture was developing . . . Rejecting traditional forms, it took principles of construction from natural objects, in which use determines form. The ideas behind it were expressed in the writing of Horatio Greenough, Louis Sullivan, Frank Lloyd Wright and Gustav Stickley. Leading architects of this minority group were H. H. Richardson, Sullivan, Wright and others of the group called "the Chicago School," Maybeck, Greene and Greene. This was the period of the California Bungalow and the Craftsman House. This era saw the start of such modernisms as built-in furniture, grouped windows, exposed construction, natural woods.
1919-1945	**Period architecture** was again dominant after the war. This was the heyday of Spanish, Tudor, Norman. It began to "peter out" with popularity of Colonial, whose simple forms paved the way for simplicity of modern. "Authenticity" was the standard of judgment. At the end of this period, popular architecture was dominated by Cape Cod and "ranch house" styles in some areas particularly. **European Modern**—The Paris Exposition, 1925, introduced the abstract ornament of "modernistic" which was the first modern European style to influence the U. S. In the thirties, both period styles and "modernistic" were successfully challenged by still another European style—called "The International Style." This style rejected the past, particularly in regard to ideas about nature and man. This "International Style" is the same the world over in minimizing the importance of the individual. It makes arbitrary form—not the principles of nature—the basis of design. Leading exponents of European Modern in the U. S. have been Neutra, Gropius, Mies van der Rohe, Breuer, Lescaze and Mendelsohn. **American Modern**—It all but went underground in this period—though Wright was carrying on, and a few men in the later half of the period (such as William Wurster, Gardner Dailey, Harwell Harris, Alden Dow and the Samuel Homseys) were pursuing their own course in developing American forms.
1946-1950	Outstanding development of this period is the emergence of "American Modern"—as differentiated from "European Modern" with which it was first confused. American Modern is the continuation and outgrowth of the indigenous American work of 1894-1918. It shows some influence of "European Modern," and it also reflects the changes (social and technical) in American life since 1918. Like the earlier work from which it derives, it is based on the importance of the individual. It takes its principles of construction from the integration in nature. It is not limited to any one particular form. Architects, whose work typifies this emerging style, are: F. L. Wright (whose work flows unbroken from 1894), William Wurster, whose work dates from 1924, Harwell Harris, whose work dates from 1934, and John Yeon, whose work dates from 1935. In addition, a younger generation of architects, such as John Funk, Hugh Stubbins, Robert Cerny, Joseph Esherick, and a still younger group, who were inspired greatly by Wright, are remaking the American small house. The materials, forms and colors of this revitalized American work are strikingly sympathetic to those of the 1894-1918 period.



EARLY FRANK LLOYD WRIGHT



CALIFORNIA BUNGALOW



CAPE COD



SPANISH AND MEDITERRANEAN





INTERNATIONAL STYLE



AMERICAN MODERN



AMERICAN MODERN

Our truly indigenous houses have always reflected our love of nature — by their form, materials and colors. But we haven't always built in the American style. Between World Wars I and II we were wooed by European influences. Now we are returning to the original values that gave birth to the American Style.

Two currents have always existed in American life. One has been based on native values; the other on imported ones. The form of the truly American house was based on a philosophy of design that used the principles of construction that underlie all natural objects: that *use* determines *form*. These houses also emphasized natural colors and materials, as well as a natural life. This type of design was increasingly important until 1918. After World War I, it received a set-back from imitative historic styles and the introduction of modern European design. Since 1945, a new American modern has been steadily emerging. Although showing modern European influences, it stems essentially from the indigenous American house of 1894-1918. This chart traces the relation of indigenous American design to both historic and modern imported styles.

Social Conditions	Materials	Forms	Colors
Reform (or "cozy radicalism") were the dominant notes of the period: movements for suffrage, prohibition, pure food laws, dress reform, fresh air, world peace and all varieties of political and social betterment, including architecture. The indigenous American house developed in conjunction with the emergence of the "new woman."	Natural materials were allowed to look natural. Synthetic and modern materials, like glass, were not used to imitate other things. Design emphasis was on materials which grow old gracefully. This was the time of mission furniture, "inglenooks," the morris chair, and a wide use of brass, copper, leather, and exposed wood.	Forms of indigenous American work were untraditional, but sometimes reminiscent of traditional ones, as this work was evolutionary in character and reflected change gradually. Emphasized horizontal lines, wide overhangs, close connection with ground. Forms were various, as designers felt the appearance of a building must express the use for which it was made.	Nature colors — especially the browns and greens of the forest. Exterior colors chosen to blend house into natural background. Interior colors chosen to create dignified, harmonious background for life. Colors chosen to age gracefully.
Early part of this period was typified by desire for Harding's "normalcy" and Coolidge's "prosperity" and the desire to preserve the status quo. With the depression, the dualism in American life becomes more pronounced. For now the American way was opposed by strictly revolutionary ideas—in social thinking as well as in design. Those revolutionary doctrines, which were wholly European in origin, never became integrated into the American culture.	Stucco most popular building material in English, Spanish and "moderne" houses. Emphasis on glass, metal and synthetic materials. Natural materials used to look "modern" instead of "antique." Design emphasis on modern technology, rather than on handicraft methods of handling materials. Metal tube furniture was very popular with the European modernists.	Period forms ran gamut of historical formulas. "European modern" forms reflected attempt to create a new aesthetic formula based on exciting new shapes and motion-patterns of the Machine — using flat roofs, pipe rails, ribbon windows, no applied decoration. In contrast to these types of design-by-formula, were natural forms of indigenous American design which grew directly from individual needs to be filled, materials at hand, nature of site.	"Painter's" colors instead of "nature" colors. White and pure blue, red and yellow predominated. These colors did not age gracefully. Different walls of same room painted different colors destroyed unity and continuity of form.
Changes producing centralization in government and emphasis on personal security instead of competition created an increasing need for the individual to express himself in his surroundings and possessions. Strong distaste for personal regimentation, prompted a turning to "unregimented" nature.	Wood, especially California Redwood, stone and glass became most popular building materials. Metal tubing furniture restricted to out of doors. Much integration of house structure with site.	Pitched roof, most popular. Shed roof showing more popularity than flat roof. Glass walls, wide overhangs. House has close connection with ground. Great development in the intimate relation of indoors and outdoors, producing new kind of outside living area. Increasing use of exposed construction which makes its own pattern, and of natural form.	Nature colors, lighter in value than those of 1894-1918, show popularity. Effort to harmonize interior colors with those of the landscape. Homemakers not afraid of color, but prefer the restfulness of subdued backgrounds, using intense color only as accent.

Naturalism is the core of the emerging American Style

On the next seven pages you will find color schemes, fabrics, furniture, and construction materials that show how naturalism looks in the flesh. It's the latest work of one of America's best designers, Edward Wormley. All these new pieces embody that realistic approach to today's living problems that is making American Modern a vital design force

At first glance, it may seem far-fetched to say that our national philosophy about life has anything to do with the designing of furniture. But if you think it through, you'll see that designing and philosophy are very much related—inseparably related.

In a capitalistic society, designers are really servants of the people, for, if their designs don't sell, they lose their clients who are the manufacturers. So their success is based on a two-fold ability. They must estimate accurately what the people want, or are going to want. Then they must be able to create the solution for that want. Months before they can put pencil to paper they have to be sniffing out the truth about people's attitudes and values. They have to be keenly sensitive to what people "set store by" or "can't abide." They have to be keen to pick up the scent—long before it has crystallized—that their public is experiencing a change of attitude about what's worth buying and worth bothering to maintain and keep up.

One of America's designers who has been most alert and sensitive to people's dissatisfaction with the performance of existing solutions in furniture is Edward Wormley. Year after year, he pioneers important improvements in performance. Always these solutions have a good-looking, suave, polished appearance—with the understatement that is the earmark of style in our decade, and with none of the faddish trickiness which often goes with the cult of functionalism. The new group for the Dunbar Furniture Company, shown here, is his most realistic and, we believe, his most brilliant collection. All the featured pieces here *do something more*, or *solve some heretofore unsolved problem*. He uses materials (particularly wood, micarta, cork, and plastic fabric) so the materials proclaim their own inherent nature. The total scene in every picture is nature-colored and nature-patterned. If you'd like to move into these rooms, you are running true to form—for this decade.



The maidless dining room has produced the nee for a more functional dining table. Here is an in proved, modern version of the old Lazy Susa Only this revolving area is made of heat-proo scratch-proof Micarta, and there is an electric h plate in the center to keep hot things hot. An doesn't it look American? The electric light ov the table betters the old-fashioned version wit the same kind of realistic thinking. It puts ligh on the table, but the light does not shine in anyone's eyes, whether he be sitting or standin



Note compatibility of indoor and outdoor colors and materials

How our manners produce new furniture



As our social forms and habits change, they call for changes in the performance of our furniture. So it is no wonder that changes like the rapidly vanishing formal dinner party, and the rising popularity of the buffet meal has produced a new, more realistic piece of dining furniture—the 4-in-1 buffet. It provides engineered storage for all the usual table setting appointments. But it also holds six folding tables, has full bar facilities, and houses two hot plates for food warming. Everything about this piece represents the fullest meaning of naturalism: (1) realistic performance, (2) fresh, honest use of materials that don't pretend to be something they are not, (3) good American walnut with a dull, rich finish that won't show scratches as readily as the old shiny finishes. This kind of furniture makes excellent sense, the kind of sense that is the core of the Emerging American Style. Such realism is producing a new American Modern.

Naturalism

(continued)

COLOR PHOTOGRAPHS ON THESE SIX PAGES BY EZRA STOLLER: PICTOR



Left, the buffet in use for the serving of a buffet party: tables out and set for two people, the hot plates turned on to keep the food warm. Hot plate compartments are lined with heat-proof, scratch-proof Micarta. At top, opposite page, you see buffet closed and doing only its job of storage. Carpet is modern adaptation of famous Caswell carpet in the Metropolitan Museum, a famous example of American designing.

Below you see the functional Micarta top of the buffet serving as a working bar. Acid citrus fruit can be cut right on this surface. Right, you see units completely open: long tablecloth drawer, properly sized and divided silverware drawer, mat and napkin drawer, party-table storage.







Every material, color and accessory illustrates our new attitude toward naturalism



We are glorifying the forms, colors, and textures of nature in architecture and decorating



We like to have the materials we use proclaim their own intrinsic nature

Naturalism

(continued)



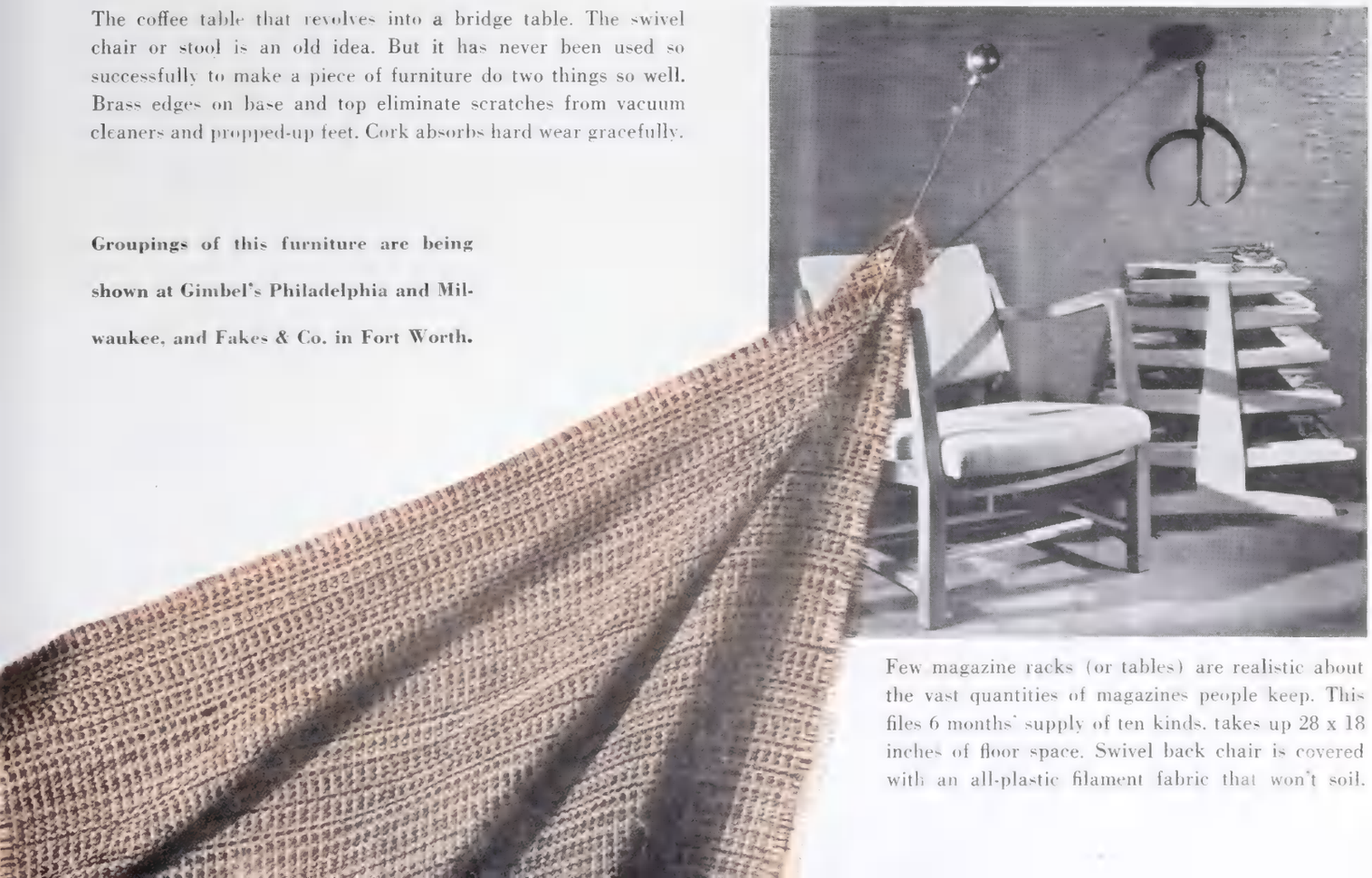
An automobile seat is already famous for comfort. Says Edward Wormley. "If a principle works well in one application. why not re-apply it in other ways?" That's what he has done here. and it makes mighty comfortable chairs. Covered with tweedy, heather-textured raw silk plaid.

FOR FURTHER DETAILS ABOUT THE FURNISHINGS AND ACCESSORIES ON THESE PAGES, TURN TO PAGE 291.



The coffee table that revolves into a bridge table. The swivel chair or stool is an old idea. But it has never been used so successfully to make a piece of furniture do two things so well. Brass edges on base and top eliminate scratches from vacuum cleaners and propped-up feet. Cork absorbs hard wear gracefully.

Groupings of this furniture are being shown at Gimbel's Philadelphia and Milwaukee, and Fakes & Co. in Fort Worth.



Few magazine racks (or tables) are realistic about the vast quantities of magazines people keep. This files 6 months' supply of ten kinds. takes up 28 x 18 inches of floor space. Swivel back chair is covered with an all-plastic filament fabric that won't soil.



Because the American Style has nothing to do with "period", it readily combines THE BEST OF PAST AND PRESENT

by Mary Roche

Some features of this house are older than they look. Others are modern despite their age. But the combination is modern because it fits our way of living

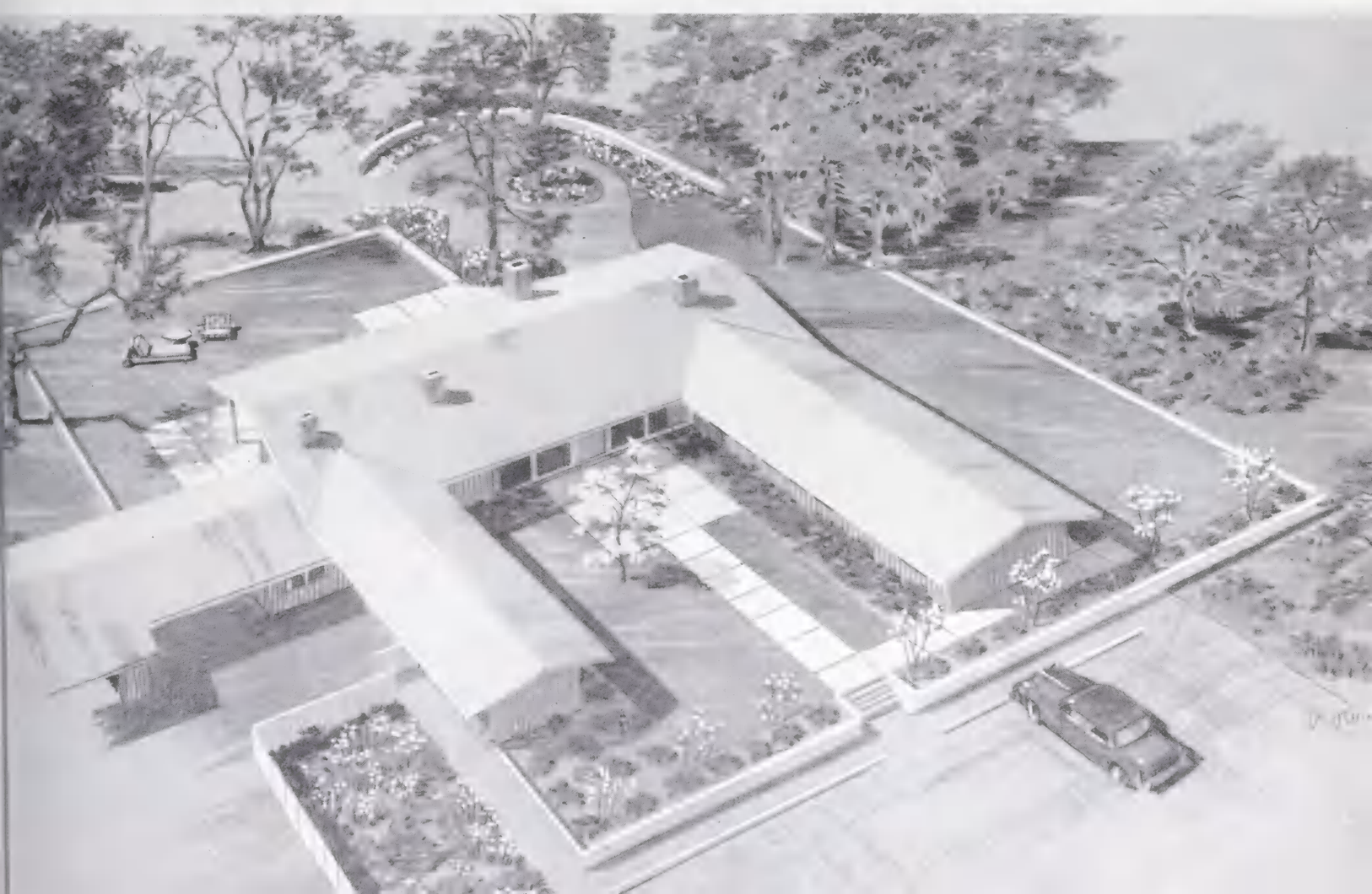
You can't put dates around the American Style. You might say it started in 1950, but as long as our society continues to live and grow, you can't date the *end* of our Style. It has nothing to do with period in that sense.

You can't define the American Style by shape or line. No cabriole legs or dormer windows label it as "period" in that sense either. (Above all, it is not a rehash of "Early American!") Nor do arbitrary devices, like hairpin metal legs or stark white walls, label it as "Modern." (*Continued on next page*)

Wurster, Bernardi, and Emmons, Architects

← There's nothing incompatible about old-fashioned coziness and modern openness to the outdoors. A deep ledge of sleek travertine serves both hearth and window in bedroom of Richard H. Shainwald's house.

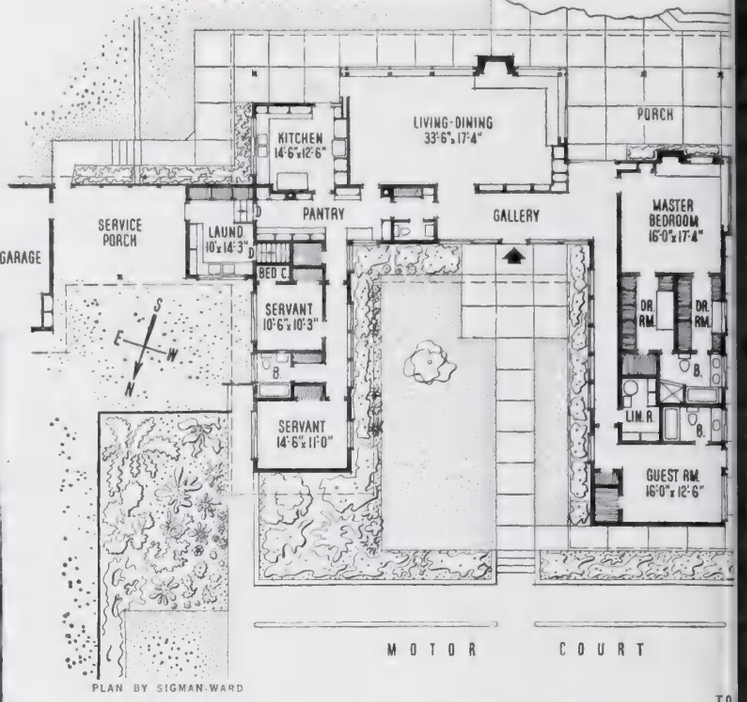
↓ Modern site planning is an essential of the American Style. Shainwald house was built on concrete-walled platform to give it elevation on flat plot. Living areas face sun and best view of oak groves.



THE BEST OF PAST AND PRESENT

(continued)





PLAN BY SIGMAN-WARD

Unusual arrangement of traditional U-shaped plan and modesty of main entrance tell you this house was designed for owners' enjoyment. Note there are two master dressing rooms, no dining room.



The American Style *is* modern because it has grown out of our way of life and our technology.

But wait a minute! How many of the things we call modern today are truly modern in point of time? Just look at this house with its travertine floors and wood-paneled walls. Everyone calls them modern, and so they are—satisfying answers to our modern demands for easy-to-care-for houses. But their origins go back centuries.

By the same token, many of the old things continue to fill modern needs. A Queen Anne armchair is still a comfortable "occasional" chair. A Franklin stove still burns a merry fire and a wide-lipped scuttle pours out the coal very nicely

They all go together naturally. For the American Style is not tied up with clichés of past *or* present. It mingles the best of both.

ALL PHOTOGRAPHS BY MAYNARD PARKER

Thomas Church, Landscape Architect

This easy-to-maintain tanbark garden may not proclaim itself as "Modern," but it is an eloquent expression of the American Style. Planted with azalea and fern, it forms a visual transition from sleek terrace adjoining house to natural rusticity of oak grove beyond.

Platform on which Shainwald house is built extends behind living room to include terrace and lawn, thereby emphasizing modern indoor-outdoor relationship. How readily large glass areas combine with low sloping roof—long a part of the American architectural idiom.





If you removed all the furnishings, this living room with its large glass areas and travertine hearth would be labeled advanced modern. But see how readily the old pieces fit into the modern background when style dogmas are ignored and focus is on comfort.



Cedar paneling and travertine floors throughout living area and bedroom wing provide a continuity of background which is essentially modern. But that doesn't rule out antique accessories. See how woven reed curtains diffuse the north daylight in the front hallway.

Can I build in 1951?

The prospective home builder can look forward to these conditions in 1951:

1 Ample credit on a conservative lending basis. (Be prepared to face a 25 per cent to 40 per cent cash requirement on a first mortgage, unless you are able to finance under the veterans' system or the FHA system for lower-priced houses.)

2 A supply of materials probably as diversified and less difficult to obtain than during the late summer and fall of 1950; but possibly a more restrictive use of some metal products as time goes on.

3 Building costs at least as high as at the present time, with very little prospect of a reduction.

by Miles L. Colean

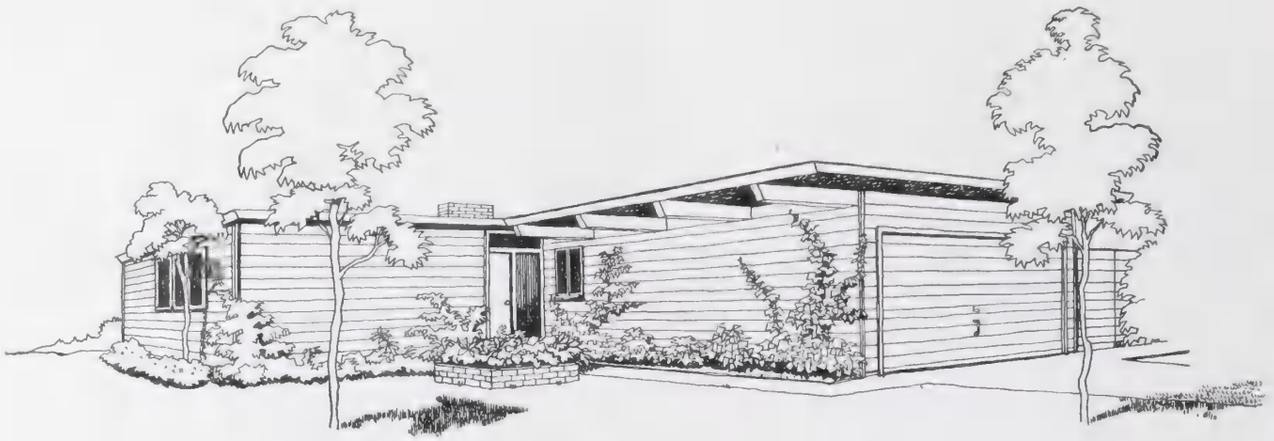
Amid war and rumors of war the unwelcome possibility of another construction stop-order is bound to disturb 1951 home building plans. How close is this possibility? At the present time, it is not imminent.

Unless military action and military preparations should be expanded far beyond anything now in view, 1951 should be a good building year. Actual absorption of materials used in building supplies and equipment by the government will not be so greatly in excess of what it was in 1950 as to call for any rigorous curtailment of civilian building. It is even possible that some building materials may be easier to obtain during 1951 than they have been during the latter half of 1950.

What made materials scarce during this summer and fall was: (1) an unprecedented volume of construction, which created demands much larger than the supply industries had planned for; and (2) a step-up of buying either to protect outstanding commitments or simply to speculate on the crisis as a result of the sudden involvement in Korea. The consequent pressure on the supply of materials created a danger of price inflation that was really more serious than the possible danger of a lack of materials for war purposes.

To meet the situation the government wisely tightened up on the very easy terms at which (because of its guarantees of veterans' loans and FHA mortgage insurance) loans could be made for buying and building houses. Previous to that, Congress had ended the lush terms upon which loans were being made for apartment buildings. These moves will take a good many buyers of materials out of the market. In so doing, it should bring the inflationary problem under better control. Costs, however, will remain high.

It may well be that what has been done is all that is necessary for some time ahead. Certainly the government has no present plans either for curtailing building by more direct means or of exercising detailed control over what may or may not be built. On the contrary, a continued volume of building—on a somewhat lowered plane from the 1950 sky-ride—is very much desired, not only as a means of maintaining prosperity but as a way of avoiding another huge war housing program should total war come.



SKETCH BY MADELAINE THATCHER

Privacy in a development is achieved by proper planning and orientation. This house has no important windows facing street. Location of garage frees entire fenced-in rear of lot for outdoor living.

AMERICANS HAVE A TALENT FOR

Making a little go a long way

By concentrating on basic values and good design, a merchant builder turns out a 3-bedroom house with 1950 Pace-Setting features such as Climate Control and Privacy—all for $12,650.

by Frances Heard

ALL PHOTOGRAPHS BY MAYNARD PARKER



What have we been saying to you all along? You don't have to spend $50,000 for a house in order to have the things that count most toward real living value. Privacy, Climate Control, easy operation without servants—these are all matters of planning, not of dollars and cents. Here's a house that proves it.

It's a house in a merchant builder's development, one of 300 ranging in price from $9,400 to $15,000. But even at this range, the standards are high. Some of the 14 different floor plans include two bathrooms. All have three bedrooms and a two-car garage or a 2-car port. (*Continued on page* 213)

→

Outdoor scene through glass walls flanking fireplace forms natural decoration for living room. Also turned to decorative ends are structural beams which extend through wall to support roof overhang.

←

Natural shelter for outdoor living area is formed by house itself. Because of this, and because entire rear of lot is screened by fences, it is possible to have these large glass areas without sacrificing privacy.


House Beautiful

Making a little go a long way

(continued)

Anshen & Allen
Architects and Site Planners

Eichler Homes
Builders

Furnished especially for HOUSE BEAUTIFUL
by Robert M. Kasper





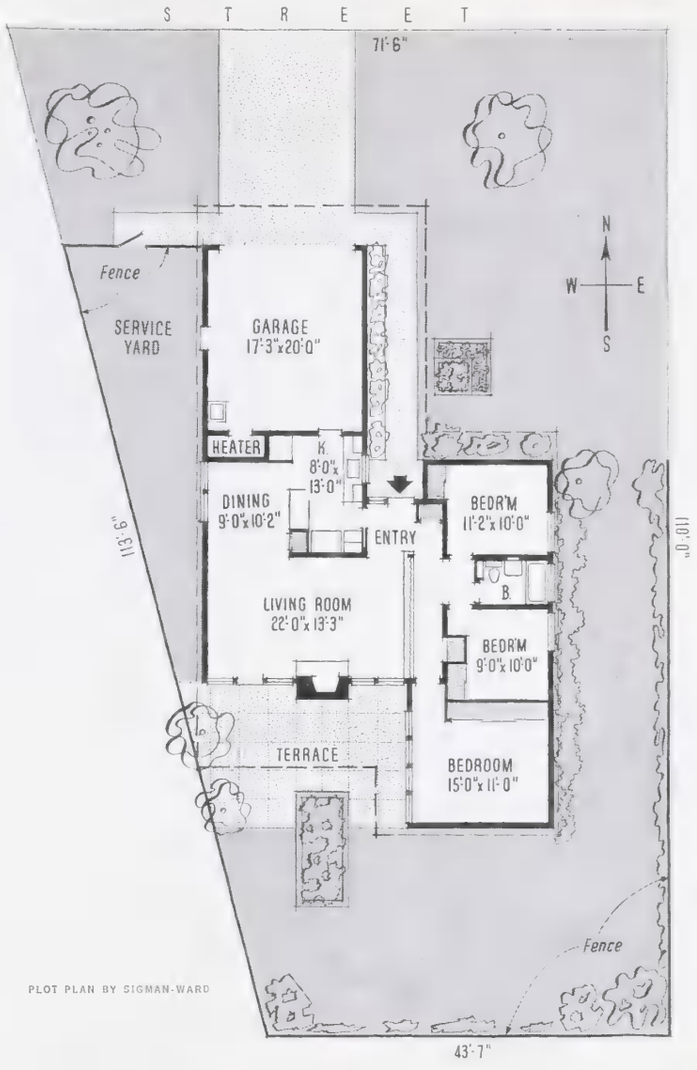
Redwood plywood paneling is a quality material unusual to find in a house in this price range. See what a warm background it makes for simple furnishings, how it reflects the new trend in American taste for natural materials. Yet easy maintenance makes it a real economy for both builder and owner, despite higher first costs of the materials.

Ease of operation without servants takes careful planning, but not necessarily dollars and cents. A serving bar like this one with its stainless steel top helps you retain the pleasant custom of meals in the dining room, but releases you from the heavier chores of serving. Window over sink serves as a convenient lookout on visitors approaching house.

And in every case there has been a careful effort to orient the house for Climate Control and adjust the roof overhang to the sun for shade in summer and sunshine in winter.

How can they do it at those prices? Study the photographs and plans of this house. You will see that dollar-stretching began with good design, since early spending on this count saves later spending to cover up awkward lines or homely corners. This design was good enough to be included in an architectural exhibition held at the San Francisco Museum of Art—rare honor for a merchant builder's house.

Another economy was wangled, not by skimping on materials, but by doing just the opposite—using things of better quality which actually result in savings. One example is the interior paneling of redwood cypress, more expensive to install than many other wall materials, but also more easily repaired in (*Continued on next page*)



PLOT PLAN BY SIGMAN-WARD



Designed for the climate of the San Francisco Bay area, this house can afford to have a western exposure for the master bedroom. In that locality, air temperatures are comparatively low and sun warmth more welcome the year round than in other regions. For other orientations, turn to page 297

Structural beams define different activity areas so that you feel dining space is a separate room, although it is entirely open to living room, making the latter seem more spacious. See how the folding screen, made of real leaves embedded in translucent plastic, stops the eye without stopping the light.

FOR A LIST OF MATERIALS WHICH MAKE THIS HOUSE A BIG VALUE AT A LITTLE PRICE, SEE PAGE 297

Making a little go a long way

(continued)





A hard-working partition that screens bedroom doors from living room performs several functions. Lower section is storage unit with bookshelves in center and a deep cabinet at the end for game tables. Upper section is translucent glass to let light into bedroom passage. Space above it is for ventilation.

case of injury while the house is under construction.

Count up the other basic values—1,233 square feet of living area, radiant floor-panel heating, steel casements throughout the house. And check off the features designed for easy operation and maintenance—asphalt tile flooring, serving bar between dining room and kitchen, sliding doors on the bedroom wardrobe.

All these things ought to convince you that the essentials of better living are within your reach if you know what to ask for and insist on getting it.

Extra ventilation may be obtained on warm nights by leaving bedroom doors open so that hot air will escape over top of partition into living room. On bedroom side of partition are more bookshelves, handy for bedtime reading. Easily maintained walls are especially welcome in a narrow area vulnerable to injuries.

Natural woods are the basis of a whole decorative scheme for the master bedroom. There are two whole walls against which to place furniture, but you don't feel as if you were shut up in a box since a third wall is all glass.





Close relation to the outdoors is possible even in the bedroom of a development house if you have a fence outside to stop the neighbors' view. One whole wall of glass makes the room seem twice as large as it really is, since the eye unconsciously includes the outdoor scene. It also leaves plenty of uninterrupted wall space on the other side of the room.

A Quickie Course in Climate Control



Reading Time: 33 minutes

Here's a fast-reading summary of the twelve main devices that we can employ to improve the "average" climate which most of us have to tolerate

by Wolfgang Langewiesche

Climate Control boils down, really, to just a few tricks of design. To understand each of these devices completely—all its angles, its reasons, all its possibilities—would take you months of study. But you can get the general idea in a flash. To *use* these tricks in the design of a house takes all the brains, imagination, and experience of a good architect. But once the house stands there, you can see in a flash whether or not it has "Climate Control." If you want to buy, build, or rent a house, you should know the main tricks of Climate Control.

"But wait," you say. "It all depends on the local climate. You wouldn't want the same kind of house in Maine and in Florida." That's true. There are places in the U. S. that have no real problem of summer heat; places that have no real winter. In some parts, summer heat is dry, in others, humid. Seashore winds are different from winds more inland, and so on. All this makes big, important differences. You get a different house for every climate. But the different house still uses the same Climate Control tricks—it merely uses some of them more, some of them less. Anyway, let's not be so ambitious. Let's forget about the very cool parts of the country, the almost-tropical ones, and also the ones where the weather is always just right, like certain places in California. Let's forget also the special locations right on the seashore. Let's think of the big, broad belt where so large a part of our people live—a region that stretches from Kansas City to New York, from Minneapolis maybe to Memphis, and includes Detroit and Chicago, Indianapolis and St. Louis, Pittsburgh and Columbus, Cleveland, Cincinnati. Let's try to control the Average Climate—quite cold in winter, much too hot in summer. And let's not try for perfection. Let's be content to do nothing very wrong, and to do the main things approximately right.

Start at scratch. Imagine somebody gave you a huge wooden crate and said, "Here, live in *this*." This sounds far-fetched, but it is the quickest way to understand Climate Control. A house is, after all, a sort of box with you inside and the weather outside. Ask yourself, "How do I make that box of mine fit to live in?"

1. ***A trick with real estate.*** You have to find a good place to put it. In absolutely flat country, any place would be as good as any other. But really flat country is rare. In rolling country, *stay out of the valley bottoms.* It is apt to be damp there, hot on summer days, foggy in the mornings, cold on winter nights. (It is also cool there on summer nights, and in *some* places, this makes valley bottom locations desirable. But in our average climate, no.) You are better off a little way up the slope.

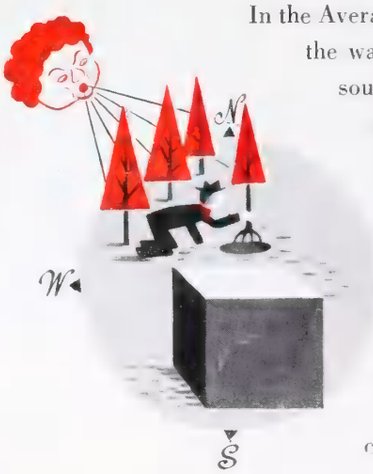


Don't pick a north slope. It's too cold in winter, because the sun can't get at it enough. Yet, in summer, it's just as hot as any other place. In summer, a north slope may actually get more summer sunshine than a south slope does. A north slope exaggerates the seasons, makes the winter colder and the summer warmer. *Pick a south slope.* It evens out the seasons. It is warm on a sunny winter day; it has an earlier spring, a longer fall; and in summer, it isn't necessarily any hotter than any other location.

If you can't have a south slope, *pick an east slope rather than a west slope.* An east slope gets morning sun, and that is welcome most of the year, and does not do much harm even in July and August. It is cooler on summer evenings. A west slope gets less morning sun, but it gets a lot of hot afternoon and evening sun in summer, and that is the hottest kind of summer sun.

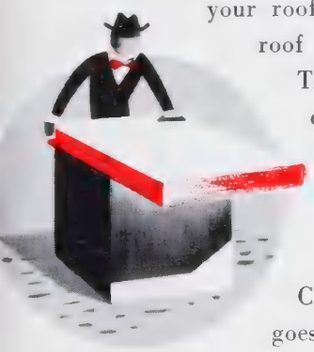
A southeast slope is the best of all.

2. ***A trick with trees.*** *Build a windbreak against the northwest*—trees or a hedge. Or place your living-box so that the brow of a hill keeps the north wind off it. Here is why: In the Average Climate we're talking about, the warm or hot weather comes with southwest winds. Cool or cold weather comes with northwest winds. Now then: *You want to let the southerly winds get at your house in summer.* They will help you keep cool. In winter they don't do any harm, because when they blow, the weather isn't very cold. *You want to keep the cold*

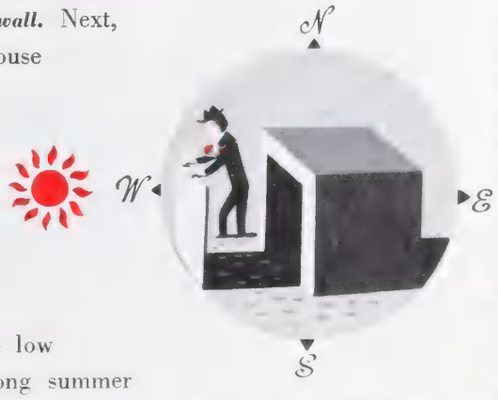


northerly winds off your house. In summer, you don't need them for comfort, because when they blow, the weather is dry and cool and you are comfortable without a lot of breeze. But in winter, you don't want them. When a cold wind blows, a house that is exposed uses twice as much fuel as a house that's sheltered.

3. ***A trick with your roof.*** Next comes a trick with your roof. It goes without saying that your roof must take care of rain and snow. This Climate Control trick is something else: wide eaves on the south side. *Your roof must stick out over the south side of the house the way the brim of a man's hat sticks out and shades his face.* Here is the Climate Control effect: In summer, when the sun goes high through the sky, the overhang shades your entire south wall, including also your big south windows. It gives you shade at the time of the year when you want shade. In winter, when the sun moves low through the sky, the sunshine comes right in underneath the overhang and shines through your big south windows deep into your house. You get sun-heat at the time of year when you want heat. Simple, but notice that *an overhang works only on the south side of the house.* On the other sides, you want overhangs—but for different reasons: so the rain won't blow in an open window so easily, and to protect the wall from weathering. But real Climate Control on those sides is by other tricks, of which the most important is:



4. ***A trick with a wall.*** Next, the west side of the house needs your attention. Most people don't know this, but it is important. *The west side, not the south side, is the side where summer heat comes from.* The low western sun of the long summer afternoons and evenings really blasts away and hits the house squarely on the west wall. It delivers much more heat against the walls than the high noon sun does. And it delivers this heat at a time when the air and the house are already warm. That's why, in our summer-hot climate, west windows should be small. But even with small windows, or none at all, the hot sun still shines on the wall itself. The heat gets into the material and finally seeps into the house.



You need shade on your west wall, but you cannot get it the way you did on your south wall—by a roof overhang. The afternoon sun is so low that it shines in right underneath the overhang. *The Climate Control trick on the west side is not something horizontal, but something upright—not a shade roof, but a shade wall.* This shade wall could be a couple of trees or a hedge. It could be a trellis with vines. Or, it could be your garage. A garage *west* of the house, with a "breezeway" connecting it to the house is excellent Climate Control. *(Continued on next page)*



Glass and comfort, too

Here glass is used right. Big window is on south side, shielded from summer sun by roof overhang. No window on west—it would let in too much summer heat, but would pick up little winter sunshine. East window is pleasant because it lets in morning sun.



Glass needs control

Uncontrolled glass can roast you in summer, chill you in winter. Best control for a *south* window is a big roof overhang. It keeps sun off in summer, as shown here, but it lets sun shine into your house in winter. The bigger a window, the more it needs this control.



Windows can save you money

When winter sun shines deep into a room, you need no furnace heat. That is why you can afford big windows even in cold climates. But windows must face *south*. Furnace heat must come on quickly when sun goes behind a cloud, must go off quickly when sun comes out.

Climate Control (continued)



5. ***A trick with windows.*** Next, cut yourself some windows, but with discretion. *A north window is bad.* In summer, it gets several hours of sunshine every morning and evening. And all day long, even in cloudy summer weather, it gets a lot of sky glare—indirect sun-heat that is bounced down from cloud and haze in the sky. So it helps heat up the house in summer. But in winter, the north window never gets any sun; and there is very little sky glare. So it chills your house in winter, because glass is a poor insulator.

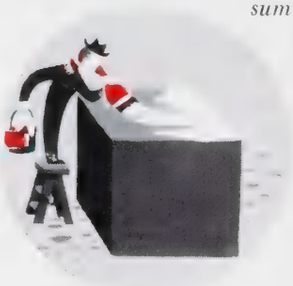
A south window is good. You can really let yourself go on south windows. Winter sunshine, hitting a south window, has a terrific heating power, because the winter sun is low and shines deep into the room. With a big enough south window, you need no furnace heat at all—while the sun shines, of course. While the sun does not shine in winter, your south window also chills you, just as a north window does. But you can cut down this heat loss by drawing a heavy drapery across it at night. Counting the sunny and the cloudy hours, the days and the nights together, a south window picks up more heat than it loses—providing it's curtained at night, of course. Then it can save fuel.

In summer a south window gets direct sunshine during the midday hours, and this, of course, has a heating effect. But the effect is less than you'd think. The sun is too high in the sky, so it can't shine deeply into the house. Besides, you can keep it out altogether by using an overhanging roof, as discussed in trick No. 3.

A west window is the worst window. It is very bad in summer and no particular good in winter. The summer sun spends many hours low in the western sky and shines deep into the house. The west window lets terrific amounts of heat come into the house—this at a time of day when the house is hot anyway. In winter, when you would like some heat, the west window can't deliver. By the time the sun gets far enough around into the west to shine in, there's no heat left in it.

An east window is a little better. In summer, it gets morning sun. This is not so bad because a house is fairly cool in the morning. You may not particularly want sun, but at least you can stand it. In winter, an east window doesn't pick up much sun-heat and, of course, like all glass surfaces, it loses a lot of heat in cold weather. The only window that does real business in winter is a south window. *The only really good window for controlling climate is a south window.*

The Climate Control rules for windows are: (1) *The colder the winter, the more you must concentrate all your window area, as far as possible, on the south side.* With double glass, you can afford to have as much south window as you like, anywhere in our Average Climate belt. (2) *The hotter the summer, the smaller must your west windows be.*



6. ***A trick with color.*** *To keep your living-box cool in summer, paint the top side white.* The sun bears down on it all day long. And it is well-known that a white thing stays much cooler when the sun shines on it than a dark thing does.

SKETCHES BY IRVING GEIS



PHOTOGRAPH BY AUBREY JANION CUSHING

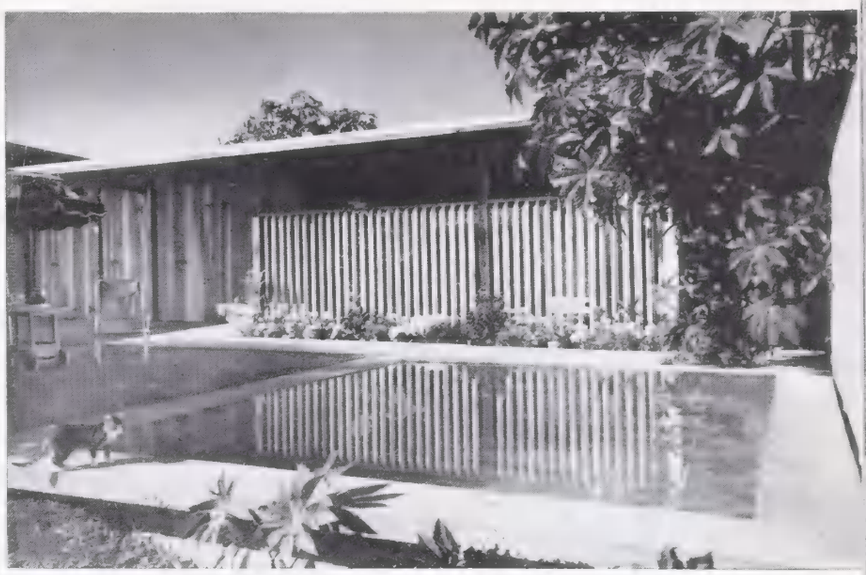
A good place to put your house

These Swiss houses stand on a south-sloping hillside. It's warmer there in winter, fall, and spring than it would be in the valley flats below. Note how mountain and woods shield site from cold northerly winds. South slope need not be hotter in summer.



Summer heat comes from the sky

Much summer discomfort is caused by heating-up of walls and ceilings of the house as sun shines on it. Heated walls and ceilings then heat you by "radiant heat." A white roof or a shiny metal one (left) reflects the sun. Roof stays cooler; you stay cooler.



A good defense against summer heat

Biggest single source of summer discomfort is the low, hot summer afternoon sun, shining against the west wall of the house. Here, a louvered wall keeps this sun off, yet lets the air circulate. In winter, the house gets little west sun anyway, so wall does no harm.

The underground is comfortable

A few feet below the ground surface the earth stays at practically the same temperature the year round. A room half-sunken into the earth is warm in winter and, especially, cool in summer. This shows that such an underground room need not be cellar-like.



The same applies to the walls, especially to the west wall. Almost as good a "color" as white is the shiny metallic surface of aluminum. Such a surface rejects practically all of the sun rays that hit it. A shiny metal roof or metal wall may not be your idea of pretty, but it sure is cool.

White or "silver" keeps you cool because it keeps the sun-heat out of the material of the roof and the walls. And the cooler your walls and roof, the cooler you feel. Summer discomfort in a house does not come from the hot summer air. It comes from the "radiant heat" your walls and ceiling send out when the sun-heat has warmed them up. Even if the inside surfaces of a room are only mildly warm, their radiant heating effect on you is terrific.

You say, "But if my roof is white, then I also lose the warming effect of sunshine in winter." Not so. The exact reasons would make a long, tedious explanation. But briefly, the only effective way to catch sun-heat in winter is a big south window. Roof and wall colors don't matter much in winter.



7. ***A trick with earth.*** Next comes a trick about the underground. Don't say "cellar" because right away it sounds dank, dirty, and dark. Think of it this way. *A few feet below the ground surface, it is cool in summer and warm in winter.* It is almost the same temperature the year round and that *seems* warm in winter and cool in summer. So, if you dig a hole under your living-box, your floor won't be so cold in winter. It's true we now have other ways of placing a house on the ground: for example, the concrete slab with heating pipes in it. But an underground space is still worth having because it is so cool in summer. You can *live* there in summer. It sounds unattractive, but it needn't be, especially if a house is built on a hillside so that a room can be underground at one end and yet have windows and a view on the other. It makes a fine retreat during a heat wave.



8. ***A trick with air.*** Next, think about the flow of air inside the house—the whole business of ventilation and drafts. Everybody knows that cross-ventilation helps keep you cool in summer—two windows on *opposite* sides of the room, so the breeze can blow through. Trouble is, the breeze often dies down as the sun goes down. Yet a house usually is hottest in the late afternoon and it holds the heat for many hours. So you sit all evening in a house that's hot, while the outside world is nice and cool. You need a trick that will get this outside coolness in, *without* help of a breeze. Here it is, and it's most useful:

Warm air is lighter than cold air and wants to rise. *Give your room not merely two windows, but two windows at different levels: one way up high just under the ceiling, the other down low.* Now, if the room is warm and the outside air is cool, the warm air flows out the high window, cool air comes in by the low window, even if there is no breeze at all.

You can carry this idea one step further. *Make your whole house a sort of chimney in which warm air can rise and get out on top*—up the staircase into the attic, up from the attic, through *big* holes located *high* in the roof, out into the open. Put big grilled openings into your ceiling, to let warm air go upward. Then, whenever the air (*Continued on page* 317)

Even a "period" house can have The American Style

by Charlotte Eaton Conway

Collectors' pieces and old materials are perfectly compatible with the most modern of materials and equipment. Put them together and you have an excellent expression of the freedom from dogma which is the American Style

Because the American style is based on performance —not looks—you usually find it only in good modern houses. Few period houses are designed or equipped to meet the demands of today's informal, servantless living. So it is refreshing to find a house like the Melbourne Brindles' in New Canaan, Conn. It is 20 years old, yet it has the American Style because it has been brought up to date in terms of performance.

The one thing that was particularly outmoded was the kitchen. Probably the maid who once occupied the maid's room found the 1930 kitchen adequate and made no complaints. But the maid's room now is empty, and the Brindles, handling household chores themselves, could see room for much improvement. One of their passions is to make living as simple as is consistent with a gracious way of life, and it was natural enough that they should decide to revise out-of-date (*Continued on page* 223)

PHOTOGRAPHS BY WILLIAM HOWLAND



A peninsula separates working from eating area. A four-unit range is set into the stainless steel top, cupboards above and below hold utensils and packaged foods. The two ovens are built into an existing chimney carrying the furnace flue, now faced with fine old brick. Cereals and crackers are kept crisp in the cupboard over the ovens. Note reserve food supply closet.



kitchen concepts and install today's new labor-savers.

In the doing, they had no intention of abandoning the flavor of the house they love or the nostalgic charm of bits picked up here and there over the years. Their collection of trivets, old stoneware jugs, hospitable big wooden bowls, blue and white china, pewter and other Americana was to be as much at home in the new kitchen as its modern electrical equipment, and its serviceable stainless steel and rubber tile.

Background, they decided, would be beautiful old pine boards from a Vermont barn, and fine old brick with its variations in color and texture. To these they added a reproduction of an Early American wallpaper.

But they did not limit their thinking to the way they wanted their country kitchen to *look*. They knew, too, how they wanted it to *work*. For that is the standard by which most Americans judge their houses and what goes into them to-day. If it doesn't work, it isn't acceptable. Hence labor-saving equipment, modern materials, and a common-sense, convenient arrangement.

Now kitchen chores at the Brindles' almost perform themselves in a livable atmosphere everyone enjoys.





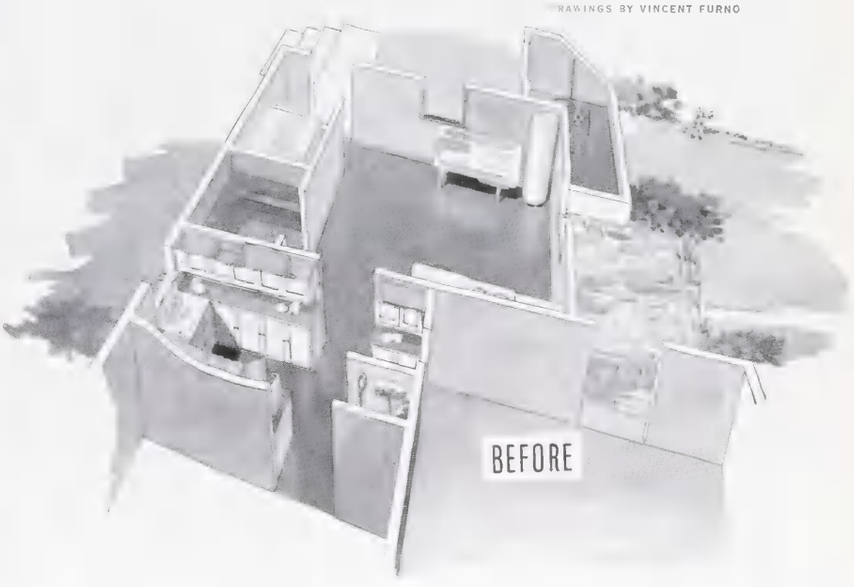
APHS BY WILLIAM HOWLAND

The "management" department hardly looks it, what with the old lamp, a collection of trivets, a flatiron put to paper weight use, and all in a pleasant sunny window. But here are the telephone, file drawers, cookbooks, even a bulletin board for those timely self-reminders or messages to the milk man. Ventilated end cabinet is built with tilt-out bin for soiled clothes. Wall ventilator carries off odors.

Take your kitchen out of the cubby-hole age and put it into our streamlined 1930 era. Add modern equipment and materials and you'll end up with easier work, better looks, and pleasanter living



RAWINGS BY VINCENT FURNO



Twenty years ago architects seemed impelled to divide a kitchen into inconvenient little alcoves, with endless doors and passageways. The Brindles' house was no exception: a refrigerator in one alcove, storage shelves in a dark, windowless closet, brooms in another, storage cabinets alcoved, too. With needless partitions removed, some extra windows put in, kitchen opened up to permit logical, convenient arrangement of equipment. Not only step-saving but eye-saving, for how much better it looks!

MORE DETAILS ON NEXT PAGE

The American Style (continued)



ALL PHOTOGRAPHS BY WILLIAM HOWLAND





A single base cabinet with maple top juts out from the long work counter to separate the two sinks. This is a stroke of genius in kitchen planning, for Madame Cook, on her side, uses it as a mixing center, has all her mixing things in the whirligig beneath. Monsieur, working from the other side, has everything at hand for the mixing of drinks: glasses, ice cubes, ice crusher, and all. Two people can work at different chores without interference.

←

Vases and flower holders stored at the little extra sink make flower arranging a pleasure. Small drawers hold cutting shears, bottle openers, and such.

Main sink, electric dishwasher, and washing machine located next to each other along one wall make for an economical arrangement from the plumbing standpoint. Two faucets recessed in the wall above the washer connect to washer hoses, when not in use are concealed by a removable trap door. This is the sort of refinement worth thinking about in making a really good, professional-looking installation. Having washer in kitchen is a step-saver, assures each load of getting done as it accumulates.





Remodelling plans by Mr. and Mrs. Brindle. Construction by Raymond D. Ritchie of Ritchie Construction Co. and HOUSE BEAUTIFUL staff consultant. Refrigerator and dishwasher by General Electric. Economat washer by Bendix Home Appliances, Inc. Range and ovens by Thermador Electrical Mfg. Co. Ventilator by Ilg Electric Ventilating Co. Rubber tile floor by Goodyear Tire & Rubber Co., Inc. Stainless steel counters by Metaloc Co. Wallpaper "Salem Star" from F. Schumacher & Co. Mixer from Sunbeam Mfg. Co. Utensils from Revere Copper & Brass Co. Martex towels from Wellington Sears. Milk glass, Westmoreland Glass Co.



THOMAS CHURCH, LANDSCAPE ARCHITECT, HOME OF MR. AND MRS. P. L. MENAFEE

How to furnish a sunpocket with climate-hardy plants

by Dr. Joseph E. Howland
House Beautiful's Garden Editor

HOUSE BEAUTIFUL'S CLIMATE CONTROL PROJECT

The whole idea of a sunpocket is to create a place that the sun heats 10° to 40° hotter than any other part of the yard during spring and fall. Most people don't use their sunpockets in summer or winter, but plants can't pick up and move. So you have a new problem in gardening—how to keep plants alive during extremes of heat and cold.

Ideally, they should look presentable through all 12 months, since sunpockets usually are close to the house and visible from indoors. At least, they must survive both Sahara-like summer conditions and sudden chills of winter that cool them so rapidly, once the sun leaves them for the day. In any event, the plants must be quick to revive for a well-groomed look in fall and spring. Pick plants for shape and foliage. Consider bloom a plus, not a must. Check list opposite, prepared by our regional consultants.

These sunpocket plants survive extremes of heat and cold in your climate

Zone 1. Extra water during droughts and generous use of plant food make the following plants reliably climate-hardy in this zone:

Rugosa roses, especially F. J. Grootendorst and pink Grootendorst
Red-leaved barberry
Russian olive
Cotoneaster, especially C. horizontalis. C. divaricata, and C. multiflora
Redvein enkianthus
Winged euonymus
Linden viburnum, Doublefile viburnum
Shrub althea
Amur privet
Buckthorn
Smoketree

Zone 2. In the Southern states above Florida, the sunpocket is usually modified into a sunny winter terrace shaded in summer by deciduous trees. Grow the following plants:

Prickly pear cactus
Succulents
Century plant
Pink yucca
Sawtooth sotol
Yuccas
Palms *(lower South)*
Wintergreen barberry
Loquat *(lower South)*
Japanese fatsia *(lower South)*
Chinese holly and its many varieties
Bamboos *(lower South, up to mountains)*
Glossy privet
Mahonia and myrica
Lavender
Rosemary
Santolina
Sanseveria *(up to Charleston)*
Oleander *(to Norfolk along the coast)*
Podocarpus

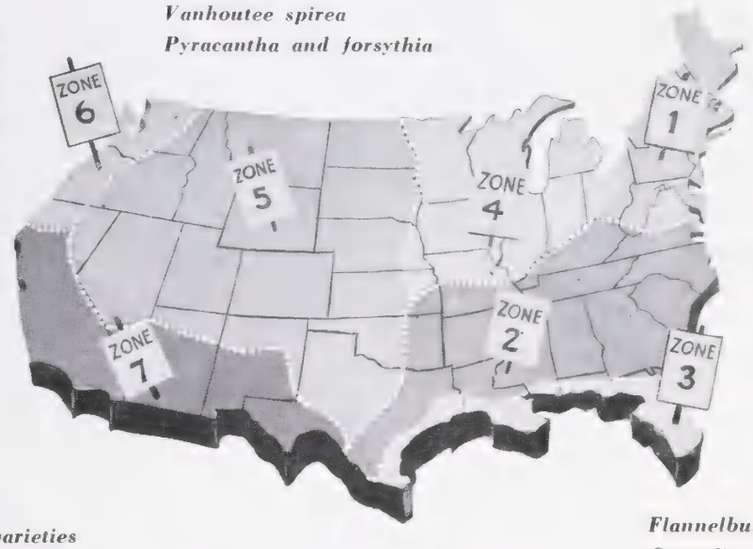
Some fall and winter-blooming bulbs and perennials—Greek winter iris, sternbergia, miniature amaryllis, and Cape Colony nerine—actually need the summer baking which an exposed sun pocket gives them.

Zone 3. Sunpockets have been used for many years by Florida winter residents. Almost all trees that grow in this section endure the heat of a sunpocket. Also grow in upper part of zone:

Anise shrub
Elephant ear (tender)
Spanish bayonet and Adams needle
Hydrangea and oleander
In the frost-free area grow:
Cocculus and copperleaf
Croton and golden dewdrop
Poinsettia and sanseveria
Rice paper plant
Castor bean plant
Traveler's tree and banana

Zone 4. The plants in this area need good soil, and they must not be planted too close to a wall or beneath an overhanging roof. You must water during dry periods. If you do this you can grow:

Siebold's acanthopanax
Hercules Club aralia
Mentor and wintergreen barberry
Spreading euonymus
Vanhoutee spirea
Pyracantha and forsythia



English ivy and periwinkle
Pachysandra
Flowering dogwood and Tree wisteria

Sunpockets usually aren't large enough for trees, but if any are needed, choose flowering dogwood, saucer magnolia, or tree wisteria.

Zone 5. In perennials and annuals, depend on zinnias, calendulas, marigolds, portulacas, and fall asters, also 4 o'clocks, iris, chrysanthemums, and sedums. We have more than a dozen good shrubs:

Caragana and colutea
Russian olive and barberry
Bush cinquefoil
Tamarix and sumac
Shrub roses and lilac
Matrimony vine
Leadplant and other amorphas
Alpine currant
Buckthorn and Sandcherry
Cotoneasters and rose acacia
Buffaloberry
Sea buckthorn and aralia
Rock spirea

Zone 6. Since the sunpocket is likely to find considerable use here in summer as well as spring and fall, look for summer-flowering plants:

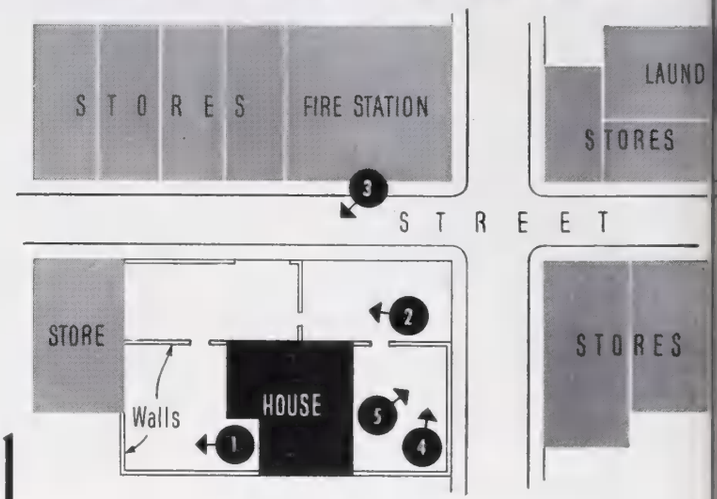
Cotoneasters
Pyracantha
Hypericum
Raphiolepis and cistus
Ceanothus and elaeagnus
Stranvaesia
Bush cinquefoil
Cytisus, genista and spartium
Staghorn sumac
Bluebeard and Buddleia

Zone 7. Plants for sunpockets in California have to be tough customers to stand months of drought and sunshine. The plants for Eastern gardens are sissies by comparison. California natives:

Adenostoma sparsifolium (Chamise, Redshanks)
Arctostaphylos
Ceanothus
Monkeyflowers
Toothed manzanita
Flannelbush
Coast live oak and Scrub oak
True live oak
Lemonadeberry
Laurel and sugar sumac
Agave and canonpoppy
California-fuchsia
Foreign trees and shrubs:
Aloe and banksia
Bottlebrush
Beefwood
Wormwood senna
Canary glorybind
Pride of Madeira
Gazania and hakea
Australian teatree
Silverleaf
Chinaberry
Sea-lavender
Mesembryanthemum
Olive
California peppertree
Pelargonium
Bird-of-Paradise-flower
Athel and bush germander



1 This country view from the roofed, outdoor dining terrace actually looks upon the side of a big store (wall extended around corner to make it look like a garden wall). Check camera angle on the plan at right.



Conveniently near, yet away from it all

This city garden is across the street from the fire station, next to a busy store, and near a big laundry, but there is complete privacy and an air of country living

Florence Gerke
Landscape Architect

You don't expect to find much privacy on a downtown corner lot. See how much the L. A. Courtemanches, Jr., enjoy at their home in McMinnville, Ore., thanks to skillful use of garden walls and trees that shut out unwanted views and sounds of the city. Even the skyline has a country look where before it was full of stores, signs, and high chimneys. Because of a wise choice of plants, all this has been accomplished without making garden maintenance expensive.



2 Because the fire station is across the street, automobiles cannot be parked in front of the house. So a big off-street parking space was built, convenient to both the guest entrance and to the service door.



3 The parking lot is king-size, adequate for the number of automobiles likely to be at a large party, a requisite for anyone who likes to entertain. The walls help to make it look smaller than it really is.



PHOTOGRAPHS BY MAYNARD PARKER





4 This *isn't* what you see from the living room. Instead, you look upon an attractive skyline (left) that hides stores and laundry stack.

5 This is the view from the living room. See how tree is placed to improve the skyline and stop sky glare, yet doesn't darken window.

MORE VIEWS ON PAGE 312

Have you discovered the Luxury of simplification?

THREE PHOTOGRAPHS BY MAYNARD PARKER



For informal dining in the living room, the Van Keppel-Green collection includes a game table with a 40-inch square top that extends to 69 inches. Cabinet doors of the bookcase, like those of buffet on opposite page, open automatically by means of a patented touch-latch.

When you learn to get rid of curlicues it's like taking your first free breath of air after a week of oppressive dog days

Have you ever tried taking everything out of your living room, painting the walls, polishing the floor, then replacing the furnishings slowly, one by one? If you have, we'll wager you never put back all of the things you took out. While you were in the midst of it, you discovered something you'd never noticed before—the view from the window, perhaps, the beauty of one big bowl, or the smooth, uncluttered surface of a gleaming table top. So you stopped right there.

The same thing happens when you come upon simplification of design such as you see in this new furniture by Van Keppel-Green for Brown-Saltman. You notice the warm glow of the wood because no carved curlicues or intricate hardware distract you. You appreciate the subtle coloring and soft texture of the suiting fabric on the chairs because no tufting obscures the weave. Above all, you discover the luxury of no stretchers to dust, no moldings to stop the sweep of the polish cloth.



Furnishing a small bedroom is simplified by this three-piece headboard that eliminates the need of bedside tables. Center panel and side panels with drawers attached are sold separately, may be bolted together. Drawers of chest have recessed finger grips at the ends.



You'd never suspect from the simple looks of this furniture, how it simplifies your living. Buffet has sliding trays for silver and linens, shelves for glasses, special compartments for trays and dining-table leaves. Doors open at pressure of an invisible touch-latch.



Rubber-cushioned chairs and sofa are covered with wool fabrics (similar to soft suiting) designed by Hoffman California Woolens. Inlaid bands and legs of coffee table are koa wood; table top, like other pieces in group, is Tangile mahogany in honey-colored finish.



The harvest table—a fresh and fearless version of an American tradition

A practiced, urbane party-giver tells you how not to be that most deadly social bore—the apologetic hostess

Don't be afraid of your own dinner parties

by Edith Key Haines

Author of "Away, Dull Cooking"

The sorriest thing on the social scene—and the most unnecessary one—is the apologetic hostess. She is the flustered bore whose taut, self-conscious victims are the very guests she had hoped to entertain. She torments them with excuses, and worries the comfortable into uneasiness. She is sorry that the lobster isn't crabmeat, that the cake isn't lighter, that the coffee isn't hotter, and so inevitably devitalizes even the food she serves. For apologies can turn a good casserole into a mess of pottage.

But there is a reason why this unhappy creature makes fiascos of festivities. She is simply afraid.

With little or no domestic help she has to reconcile the job of chief cook and butler with the equally urgent role of gracious, tempo-setting hostess. She is bedevilled, as what hostess hasn't been, by the fear that she can't run a kitchen and a *salon* simultaneously. She worries that all the elements of the meal won't be ready on time, each properly crisp or tender or browned as it should be. She's afraid she can't serve the guests gracefully without servants. Or she broods over the imagined skimpiness of the menu.

But there's not one of these (*Continued on page* 277)

TWO FEAR-FREE MENUS

LUNCHEON—SUPPER

Peasant Soup with Grated Parmesan Cheese

Cauliflower Salad

Cinnamon Buns Compote of Figs

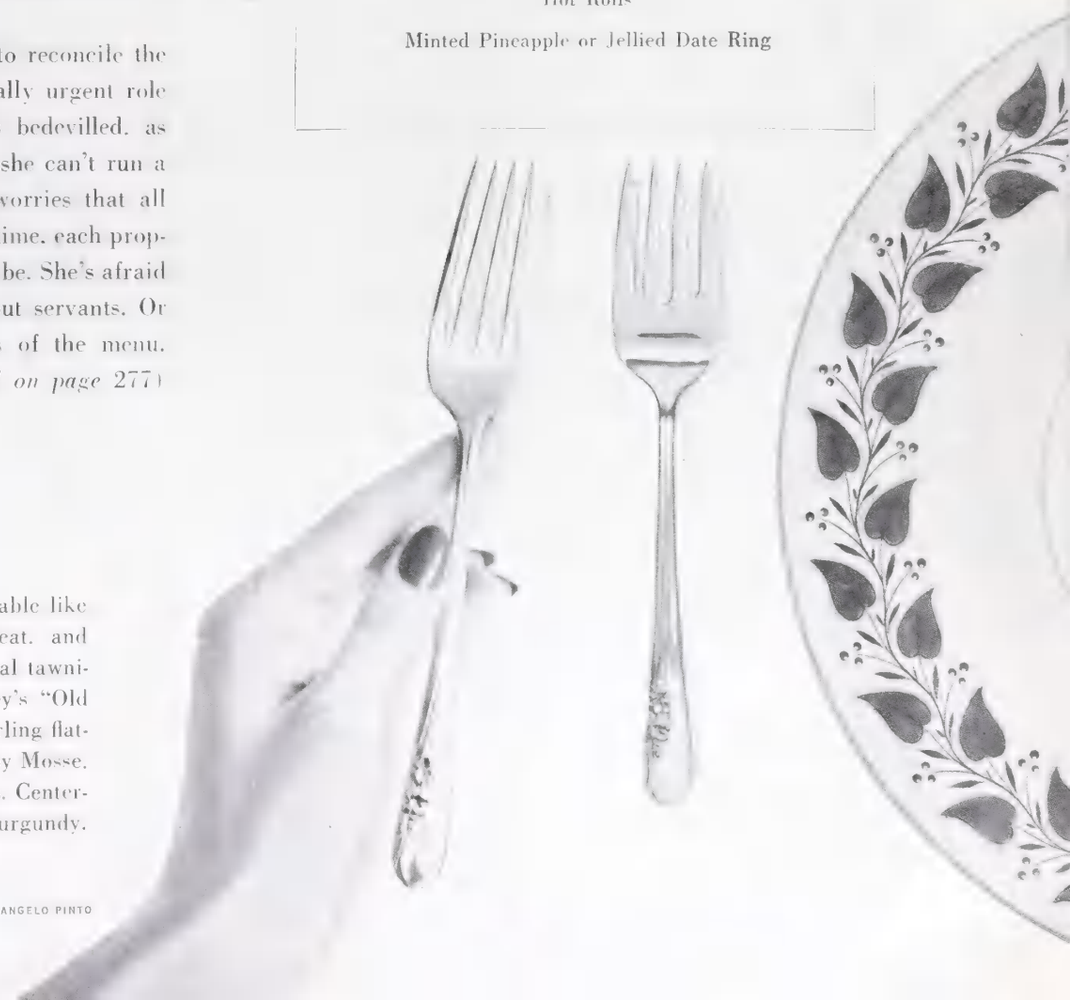
CHICKEN DINNER

Chicken in the Pot

Rice or Noodles Bean and Celery Salad

Hot Rolls

Minted Pineapple or Jellied Date Ring



COLOR PHOTOGRAPH BY WILLIAM HOWLAND

Don't be afraid to scheme a non-conforming table like a Thanksgiving setting of reds, blues, wheat, and onions instead of fruits, flowers, and traditional tawniness. Royal Doulton "Coventry" china. Heisey's "Old Williamsburg" glass from Plummers, Ltd. Sterling flatware, International's "Blossom Time." Linen by Mosse. Chairs from Macy's. Will and Baumer candles. Centerpiece, Anne Hagen. Wine, Cresta Blanca burgundy.

PHOTOGRAPH BY ANGELO PINTO

Peru is for pleasure

by Marva P. Shearer

Selecting a vacation spot is in some ways very much like choosing a husband or a wife. You start out with a few definite qualifications in mind and end up by letting your heart make the decision.

The last time we were confronted by this dilemma—taking a vacation, not getting married—our list of requirements was short and to the point.

Like most winter vacationists, we were in the market for a country that featured (1) good climate (2) pleasant scenery and people (3) culture, information, and entertainment (4) good return on our travel dollar.

We mentioned these requisites to a few local travel agents who quickly suggested Florida or California. Since there are almost as many autos in California as there are bookies in Florida, we vetoed those two bountiful states in favor of a more foreign location.

After considerable reading, research and consultation with our bank balance, we decided upon Peru in South America. A happier choice for a vacation no one has ever made, not even Mr. Fitzpatrick of the Travel Talks.

When we mentioned to several of our friends where we planned to spend our winter holiday, they smiled wanly and said, "Oh, yes, that's the country conquered by the Spaniard, Sam Pizarro."

They tried to carry it off gamely with aplomb and grace, but we could detect in their demeanor the feeling that they thought us slightly cracked.

Ever since *Life* magazine some years ago ran the story of a five-year-old Peruvian girl who had given birth to a baby, people have been convinced that Peru is very much unlike Grosse Point, Michigan; that it is, in fact, a kind of wild, quake-wracked, jungle-infested territory which is reached only after the most arduous of safaris.

Actually, life in Peru is on the whole a good deal calmer, fuller, cheaper, and easier, than anything in the United States; and the country itself can be reached with ridiculous ease, which is one of the fundamental reasons why we chose it.

We ankled onto a DC-6 run by Braniff International Airways out of Houston, Texas, at noon one day and by 5:00 A. M. the next morning, a little over 15 hours, there we were in Lima. For $10 extra, Braniff makes up a sleeper for you all the way from Havana to Peru. The route is Houston-Havana-Panama-Ecuador-Peru, and, if this isn't the greatest airline buy since the Wright Brothers purchased the flying concession at Kitty Hawk, then we will eat Mr. Braniff bone by bone.

Anyway, for the experienced winter traveler who's had his fill of the domestic January resorts and would prefer a less brass, less expensive vacational tone, Peru is a must.

In Chamber of Commerce terms, it has everything, and in exactly the right proportion.

Take climate, for example, which is the basic ingredient of any vacation. Peru has three of these, because there are really three Perus. Take a rectangle, trisect it lengthwise, and that's Peru.

One section is called the montaña. This for the tourist is the worst, and we mention it only because we want to be thorough. It consists of the Amazon River basin, the slopes of the Andes, steaming jungles, and half-naked Indians. No one in his right mind would live in this area of the country unless he were searching for gold, Judge Crater, or working on a Ph.D. dissertation. The humidity is killing; the rains are so heavy that they seem like something generated by the Metro-Goldwyn-Mayer special effects department; and in (*Continued on page* 273)

PHOTOGRAPH BY KRONQUIST

Peru is a land so different from our own—in scenery, spirit and social habits—that it provides a fresh frame of reference from which to view our own country and mode of living. You'll find a wealth of unusual architecture like the carved cedar balconies (opposite) on the Archbishop's palace on Plaza De Armas in Lima.

This MODERN house is 150 years old

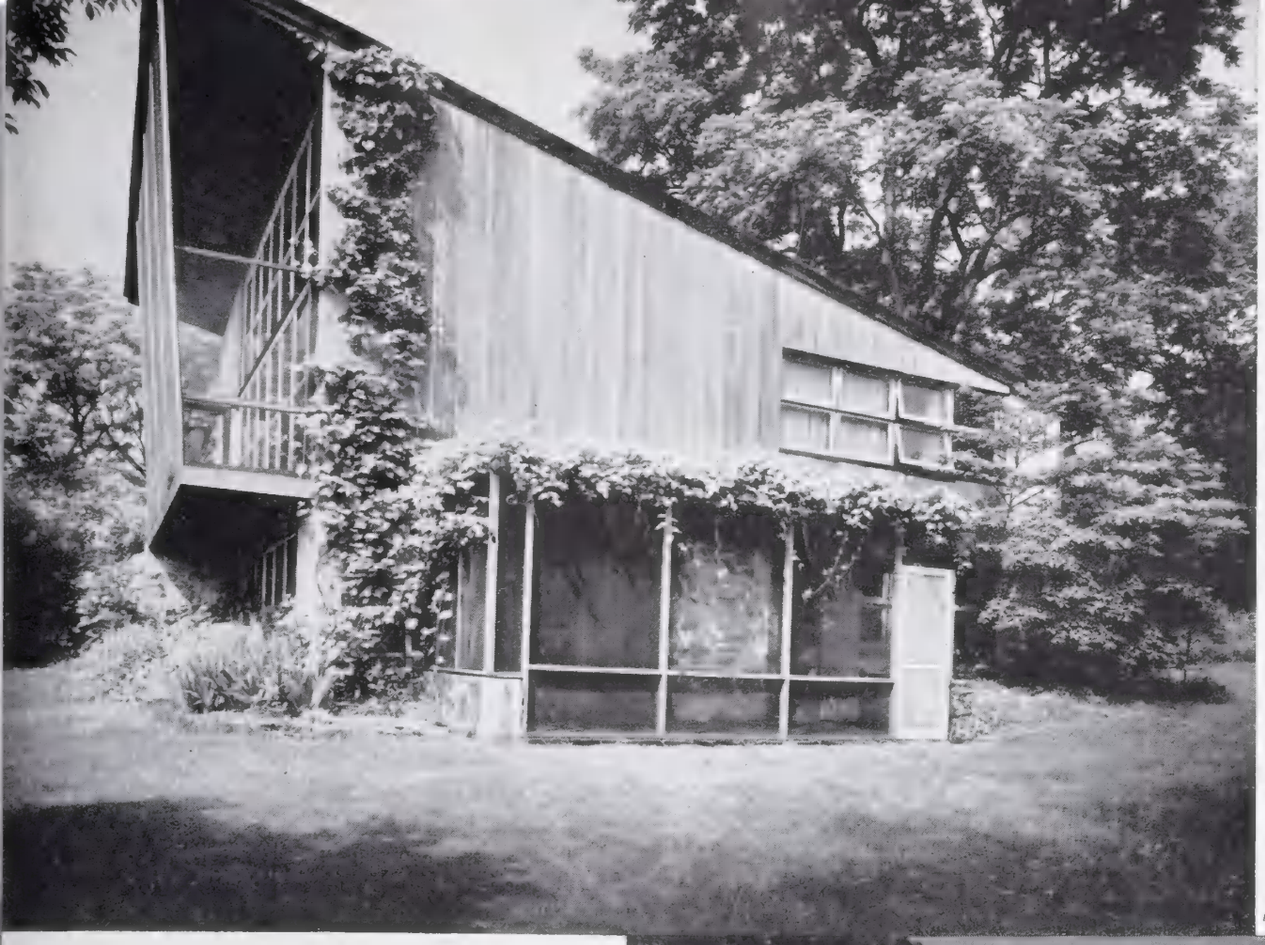


It rose, Phoenix-like, from the burned-out shell of an old house. Some farmer, long ago, showed his good sense, ingenuity, and modesty in building it. And 150 years later the new owner found these qualities useful when remodeling it for his own use. The ease and naturalness of the conversion shows how intimately the best of the present is connected to best of the past

A changed house—but in the same tradition

From the sketch above you can see how the old house looked when the architect found it; at right, the way it looks today. It was originally a typical New Jersey farmhouse, with an L-shaped plan set into a southeast hillside. It was gutted by fire and only the fieldstone walls were left standing. The architect replaced the intersecting gables with a single-slope roof. Basically, the plan was unaltered. The right exposures—to south and east, the first floor snuggled into the hill, the few windows to the west—all these made good sense when the house was built, and make good sense today. Here old blends with new.





ALL PHOTOGRAPHS BY LIONEL FREEDMAN: PICTOR

An old American custom—summer meals under a grape arbor—has always had one hazard: bees and wasps attracted by the ripening fruit. In this house it is neatly sidestepped by converting the arbor into a screened cage, with the vines on the top, outside. Copper insect mesh, 6 ft. wide, is nailed directly to the cypress frame. Since the leaves go with first frost, the brick-floored dining room behind the arbor gets full winter morning sun.

There were plenty of technical reasons why the farmer who originally built this house could not open up the whole south wall to the countryside. He had not the means of mastering the excessive sun and glare, insects, blowing rain and winter cold. Yet he would approve of the skill and simplicity with which it was done by the present owner. A screened balcony protects an entire glass wall, lower half of which slides open like barn doors.

SEE PLAN AND MORE PHOTOGRAPHS
ON THE NEXT PAGE

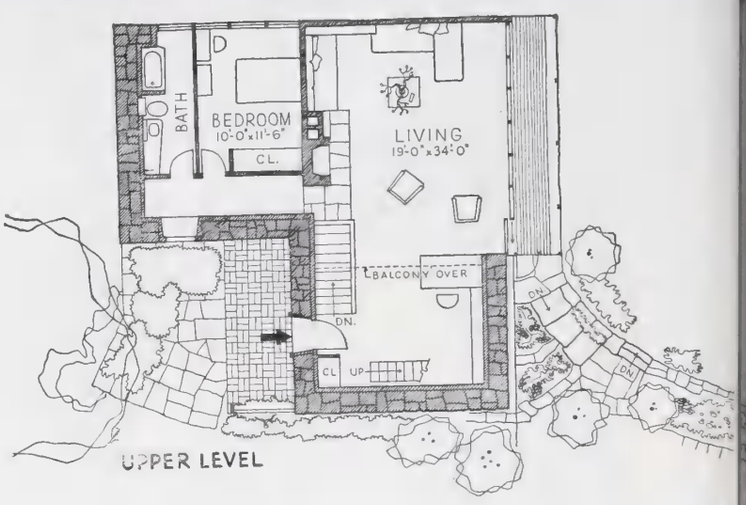


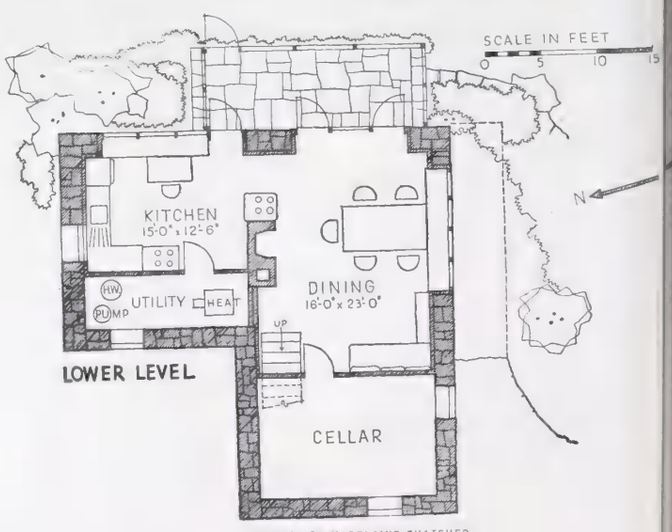
This MODERN house

(continued)

It is no accident that many modern architects are finding the remodeling of old houses a surprisingly satisfactory experience. Contemporary interest in simple forms and rich textures finds an echo in many early American houses. But it is much more than a matter of mere looks. This old New Jersey farmhouse was already entirely "modern" in its siting and orientation.

If you study the plans at right, you'll see that the owner-designer, Paul W. Grotz, was able to give all his rooms an outlook toward east and south, the direction of summer breeze and winter sun, with minimum exposure to west and north, direction of cold winter winds. The hillside location gave both floors direct access to the outdoors, a thing you want in a country house. Even more important, from the comfort standpoint, it gave a half-submerged ground floor that's cool in summer, warm in winter. It is factors like these—and not mere surface appearance—that give the best of our old houses a real kinship with the best of the new.





DRAWINGS BY MADELAINE THATCHER



A new room in the shell of an old one

The present owners of this handsome living room started with a hollow masonry shell and nothing else. The new ceiling is higher, following the line of the single slope roof. A series of small, double-hung windows along the south has been replaced by a big window-wall. Here big glass doors slide back like barn doors to open the room onto the new screened balcony. The old masonry walls caused serious condensation. Hence they were sheathed internally with a thoroughly modern wall of natural gum plywood backed up with Wood Conversion Company's vapor-sealed Balsam-Wool blankets.

Modern is as modern does

The brick-floored dining room must look much like it did a century ago. But there has been no effort to copy the old. The high horizontal windows to the south, the screened grape arbor to the east, the open flow into the kitchen—all are modern in concept and execution. Yet they were inherent in the old.





This MODERN house

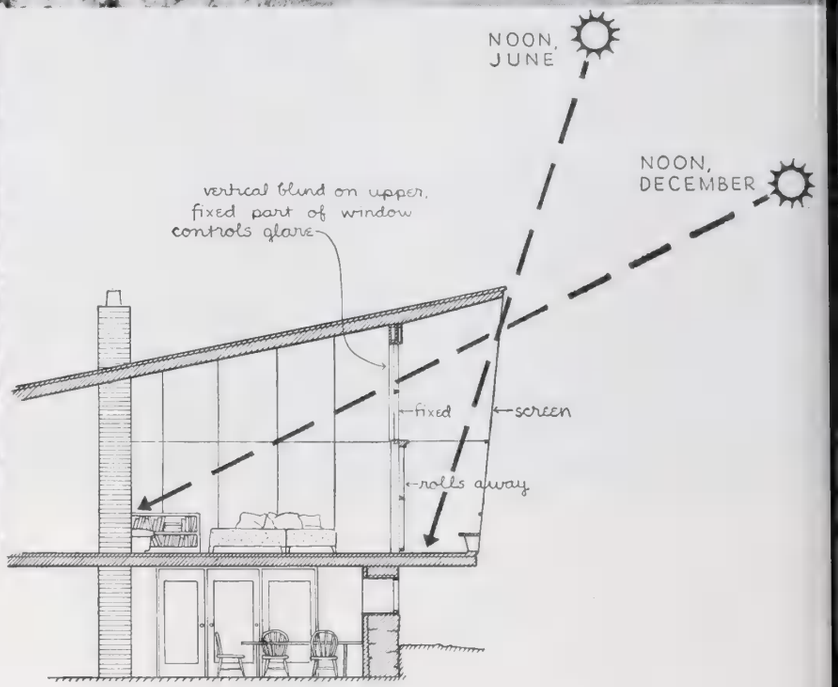
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Climate Control comes naturally to a house that's well-sited to begin with

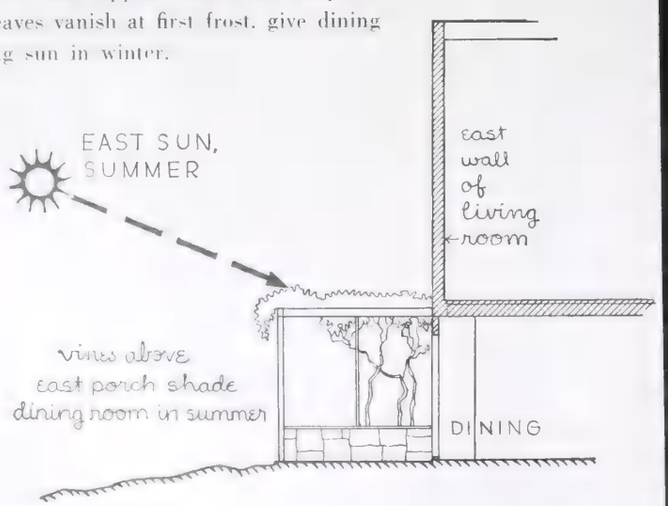
Here you see how the south wall was reconstructed to permit the fullest enjoyment of the countryside, winter and summer. Study these pictures to see how problems of sun, glare, insects, and rain have been solved by a bold use of new and old materials.





Vines are one of your best and cheapest sun-control devices

Anyone who's fond of summer meals in a grape arbor knows that it's a mixed blessing. One simple way to make it a solid pleasure for nice days is to screen it. That's what has been done here. A well-nigh permanent cage of cypress and copper insect mesh keep out bees and flies. Leaves vanish at first frost, give dining room full morning sun in winter.







Serenade

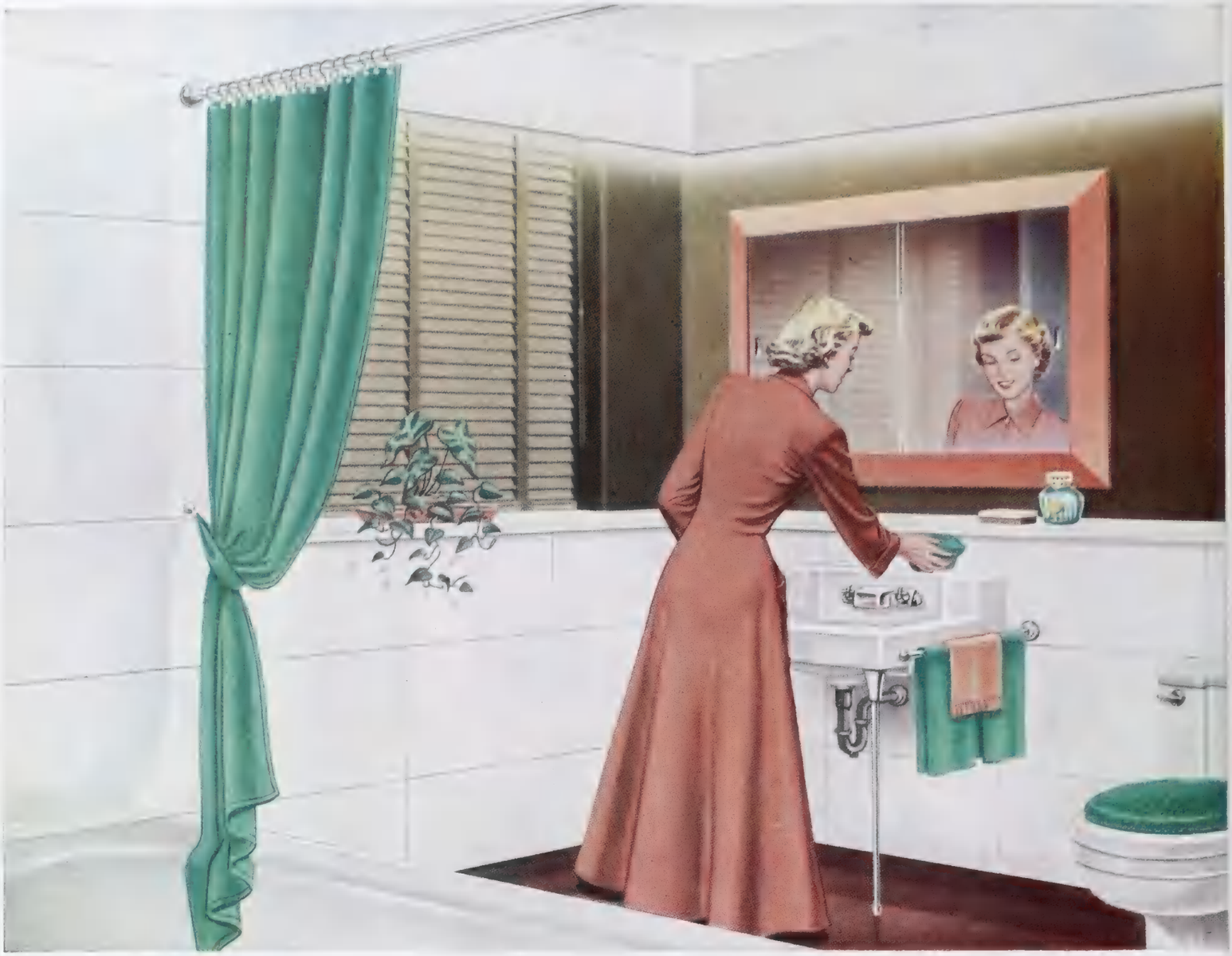
a Bigelow Masterweave

There are always certain possessions that seem an important part of your life. Perhaps a family painting... a fine piano... a tapestry chair... that you prize above all others of its kind. And to many a woman of taste, "Serenade," from the very first glance, becomes *the* carpet to possess.

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Rugs and Carpets



Swish and it's fit for a queen

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Vitrolite comes in all these colors, correlated for subtle harmonies or dramatic contrasts.



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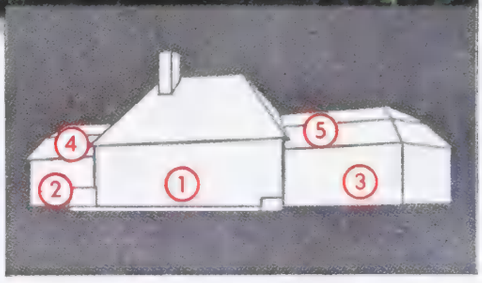
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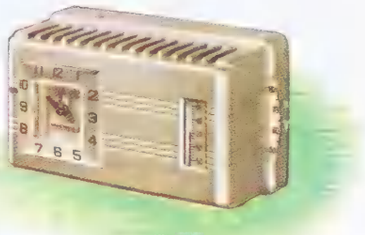
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2. In the Sleeping Rooms Area
3. In the Kitchen-Service Area
4. In the Guest Rooms Area
5. In the Maids' Rooms Area

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New Haven — Paris Fabric and Curtain Shop
West Hartford — S. P. Dunn & Co.

DISTRICT OF COLUMBIA
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FLORIDA
Bradenton — Montgomery Roberts
Marianna — F. C. Daffin Co.
Panama City — Logue's
Pensacola — Gilberg's
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GEORGIA
Atlanta — Rich's, Inc.

IDAHO
Boise — The Mode, Ltd.
Idaho Falls — Petersen's

ILLINOIS
Bloomington — Paul Wheeler & Co.
Champaign — F. K. Robeson
Decatur — Linn & Scruggs Co.
Decatur — Miller-O'Neill
De Kalb — Yesterday Shoppe
Hillsboro — Anderson's Dept. Store
Jacksonville — Waddell's
Macomb — Scripps-Reno
Moline — Meridian's
Mount Vernon — Mammoth Store
Paris — Jones of Paris
Peoria — Block & Kuhl
Quincy — Stipe Co.
Rockford — Viking Shade Co.
Sterling — Dunbar Furn.
Springfield — John Bressmer Co.
Streator — Metcalf's Furniture
Sycamore — Wm. McAllister
West Frankfort — McDonald's Fabric Shop
Washington — Herbst Hardware & Furn.

INDIANA
Anderson — Anderson House of Stone
Crawfordsville — Hall's Emporium
Greensburg — Minear Dry Goods
Indianapolis — Wm. H. Block Co.
Logansport — S-K Co.
New Albany — Reisz Furn. Co.
North Manchester — B. Oppenheim Co.
Peru — Senger Dry Goods Co.
Portland — Weiler Bros.
Richmond — Lawler's

IOWA
Boone — Riekenberg
Burlington — J. S. Schramm Co.
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Clinton — Paaske Shop
Davenport — M. L. Parker Co.
Davenport — Peterson Harned Von Mauer
Des Moines — Younker Bros.
Fairfield — Bradshaw Furn.
Ft. Dodge — Gates Dry Goods
Iowa Falls — Phillips Specialty Shop
Marshalltown — McGregor Furniture
Mason City — Damon's
Mason City — Eaton's
Muscatine — McColm Co.
Newton — Salmon's
Osage — Dale Peterson
Ottumwa — Kiple & DePrenger
Sioux City — Younker-Davidson
Storm Lake — Janzen Co.
Waterloo — Davidson's
Waterloo — Wilson & Son

KANSAS
Coffeyville — H. W. Read
Dodge City — Eckles Bros.
Hutchinson — Pegues-Wright
Manhattan — Cole's
Salina — Stiefel Store
Topeka — Crosby Bros.
Wichita — Geo. Innes Co.

KENTUCKY
Ashland — Parson's Furn. Store
Covington — J. R. Coppen
Danville — Oldham & Eberts
Lexington — Alma Moore
Louisville — Steward D. G.
Paducah — Watkin's

LOUISIANA
Alexandria — Wellan's
Baton Rouge — Paul Levenson
Lake Charles — The Muller Co., Ltd.
Monroe — The Palace
New Orleans — Maison Blanche
Opelousas — Abdalla's Furn. Store
Ruston — Lewis & Co.
Shreveport — Murphey's Decorators

MASSACHUSETTS
Boston — Jordan Marsh
Boston — R. H. White
Holyoke — McAuslan & Wakelin Co., Inc.

MICHIGAN
Ann Arbor — Goodyear's
Battlecreek — Vogue Shoppe
Birmingham — Ruth Kemp Fabrics
Benton Harbor — Troost Bros.
Detroit — The Bedell Co.
Detroit — Crowley Milner Co.
Detroit — J. L. Hudson
Detroit — The Ernst Kern Co.
Flint — Smith Bridgeman
Grand Rapids — Drapery Shop
Grosse Point — E. Harrison
Jackson — C. E. Kennedy
Kalamazoo — Vogue Shoppe
Lansing — R. N. Arbaugh
Muskegon — Home Comfort Store
Monroe — Schmidt's
Pontiac — Moll's, Inc.
Saginaw — McMullin Draperies
Saginaw — Mar E. Allen Shop
Sebewaing — Satow Furn. & Uph.
Traverse City — J. W. Milliken

MISSOURI
Clayton — Famous Barr Co.
Cape Girardeau — Rust & Martin
Columbia — H. H. Noel Inc.
Kansas City — Duff & Repp Furn. Co.
Sedalia — C. W. Flower D. G.
Springfield — Sedgwick Furn. Co.
St. Louis — Famous Barr Co.
St. Joseph — Hirsch Bros.

MONTANA
Billings — Hart-Albin's
Great Falls — The Paris of Montana
Missoula — J. M. Lucy & Sons

NEBRASKA
Grand Island — S. N. Wallbach & Sons
Lincoln — Norman's
Omaha — Orchard & Wilhelm

NEW HAMPSHIRE
Lebanon — Currier & Co.

NEVADA
Reno — Home Furniture Co.

NEW JERSEY
Newark — L. Bamberger & Co.
Newark — Hahne & Co.
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Albany — Boulevard Uph. Co.
Amsterdam — Curran's
Auburn — H. R. Wait Co.
Binghamton — Fowler, Dick & Walker
Bronx — Chattman Dec.
Bronx — Elite Dec.
Bronx — Fine Dec.
Bronx — Fordham Int. Dec.
Bronx — Martin Dec.
Bronx — Meyer's Uph.
Bronx — S. Raisen
Bronx — Ritz Uph.
Bronx — Victory Uph.
Bronx — T. White
Bronx — Gruber's
Bronx — Webster Dec.
Brooklyn — Allan Dec.
Brooklyn — Altman's Dec.
Brooklyn — Bedford Silk Stores
Brooklyn — Cohen's Dec.
Brooklyn — Cowen Dec.
Brooklyn — Crescent Dec.
Brooklyn — Erker's Dec.
Brooklyn — Bernice T. Gladstone
Brooklyn — Goldfarb Fabrics
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Brooklyn — E. Lefkowitz Dec.
Brooklyn — Munz Yard Goods
Brooklyn — Newman Dec.
Brooklyn — Plymouth Dec.
Brooklyn — Pincer's Dec.
Brooklyn — Sam's Curtains, Inc.
Brooklyn — Sunset Uph. House
Brooklyn — Michael Bros.
Brooklyn — Frucht's
Brooklyn — Weinberg's Int. Dec.
Buffalo — J. N. Adam Co.
Buffalo — Wm. Hengerer
Carthage — N. L. Company & Co.
Corning — Cushing's Interior Designers
Cortland — Peck Furn. House
Dansville — Carney Boswell
East Hampton — Diamonds
Elmira — Izard's
Gloversville — Chas. Tate
Hempstead — Franklin Shops
Herkimer — H. G. Munger & Co.
Hudson — Marcus Fabrics
Jamestown — Biglow's
Kingston — The Wonderly Co.
Latham — Latham Drapery Shop
New York City — B. Altman & Co.
New York City — Bloomingdale's
New York City — R. H. Macy
New York City — J. McCreery
New York City — J. McCutcheon's
New York City — J. Wanamaker
New York City — Lazar's
New York City — Theodor's Mill End Shop
New York City — Well Known Dec.
Niagara Falls — Kahn Decorators
Olean — A. E. Ewing
Oneonta — Breesee's Oneonta Dept. Store
Plattsburg — Gervais Studio
Portchester — Portchester Fabric & Curtain Shop
Rochester — Sibley, Lindsay & Curr Co.
Saratoga Springs — Brown's Household Supply
Schnectady — H. S. Barney & Co.
Syracuse — Sylvia's Fabric Shop
Troy — Mooney's
Yonkers — Brand Decorators

NORTH CAROLINA
Charlotte — Dorsey's Inc.
Fayetteville — J. C. Penney Co.
Greensboro — Morrison Neese
Greensboro — Ellis Stone
Greensboro — Bradley Wyrick
Greenville — Belk Simpson
High Point — Efird's Dept. Store
Lexington — J. F. Ward
Raleigh — Weaver's Textile

OKLAHOMA
Ardmore — H. B. Rawlins Furn.
Enid — Herzberg's
Oklahoma City — Halliburton's
Tulsa — Vandever's
Shawnee — Kib Warren's

OHIO
Akron — M. O'Neill
Akron — A. Polsky
Athens — Baker & Stauffer
Bellevue — A. Ruffing Store
Cincinnati — Shillito's
Cleveland — Sterling, Lindner Davis
Cleveland — Wm. Taylor & Son
Columbus — F. & R. Lazarus
Delaware — Blair Kelley Co.
Delphos — Weger's Dry Goods
Findlay — Patterson's
Fremont — Paul E. Spieldenner
Lancaster — Beninger's
Lebanon — Fred's Dept. Store
Mansfield — H. L. Reed Co.
Medina — The Ziegler Store, Inc.
Mt. Vernon — The Rudin Co.
Newark — J. J. Carroll Co.
Piqua — J. W. Brown Store
Sandusky — De Yo's
Springfield — Ensign's
Van Wert — The Bonnewitz Co.
Willoughby — Wm. Meil, Inc.
Xenia — Galloway & Cherry

PENNSYLVANIA
Erie — Trask, Prescott & Richardson
Lancaster — Westenberger, Maley & Myers
McKeesport — Hirsberg's
Pittsburgh — Joseph Horne Co.
Pittsburgh — Frank & Seder
Sharon — The Sharon Store
State College — Schlow's Quality Shop
York — Charles H. Bear & Co.

SOUTH CAROLINA
Charleston — C. B. Prentiss
Greenville — Belk Simpson
Orangeburg — Interiors, Inc.

TENNESSEE
Chattanooga — Loveman's
Clarksville — McNeil & Edward
Johnson City — King's Department Store
Knoxville — Miller's Inc.
Memphis — Rhodes-Jennings
Nashville — Cain Sloan

TEXAS
Austin — Scarbrough's
Beaumont — The Whitehouse
Corpus Christi — Allen Furn. Co.
Dallas — Titche-Goettinger
Ft. Worth — Stripling's
Galveston — Robert I. Cohen
Harlingen — Crosslands
Hillsboro — Martin-McDonald
Houston — Stower's Furn. Co.
Huntsville — The Grand Leader
San Antonio — Stower's Furn. Co.
Waco — R. T. Dennis & Co.
Waxahachie — Cheeves Bros.

UTAH
Salt Lake City — Z.C.M.I.

VERMONT
Bennington — Lovett & Boynton
Brattleboro — Haughton & Simonds
Barre — Floor Covering Store
Burlington — The Beehive
Burlington — Childs & Germain

VIRGINIA
Charlottesville — J. D. & J. S. Tillman
Danville — Leggett's Dept. Store
Lynchburg — D. Moses
Newport News — Nachmans Dept. Store
Norfolk — Ames & Brownley
Portsmouth — C. S. Weiss & Sons
Richmond — Thalhimer's
Roanoke — S. H. Heironimus

WASHINGTON
Bellingham — Thiel & Walter, Inc.
Bremerton — Bremer's Dept. Store
Seattle — The Bon Marche
Spokane — Tull & Gibbs
Taconia — Selden's Inc.

WEST VIRGINIA
Beckley — Clark Stores
Charleston — Diamond Dept. Store
Clarksburg — Parsons-Souders Co.
Huntington — Krieger's
Parkersburg — Dils Bros.

WISCONSIN
Beloit — McNeany's
Madison — Madison Drapery
Madison — Hendrickson's
Milwaukee — Gimbel Bros.
Milwaukee — Schuster's
Milwaukee — Boston Store
Milwaukee — Schuster's
Milwaukee — Boston Store
Milwaukee — Julien Drapery
Dealavan — Brandt's
Waukesha — James Store
Racine — Porter's

WYOMING
Casper — Harris Furn. Co.
Cheyenne — Harris Furn. Co.
Sheridan — Brouillette's

CANADA
Hamilton — T. Eaton Co. Ltd.
London — Simpson's
London — C. W. Wallace Co., Ltd.
Montreal — T. Eaton Co., Ltd.
Niagara Falls — E. W. Wallace Co., Ltd.
Ottawa — Chas. Ogilvy Ltd.
St. Catherine — C. W. Wallace Co., Ltd.
Toronto — T. Eaton Co., Ltd.
Vancouver — T. Eaton Co., Ltd.
Windsor — C. H. Smith Co., Ltd.

BEFORE AND AFTER — EVER AFTER

CONTINUED FROM PAGE 28

bell once. I am forced to ignore the door bell, and presently my youngest son comes in to give me a message from the caller:

"Mother," he says accusingly, "the brush man is here. He says he thinks you haven't done your fall cleaning, and you must need lots of things."

"He does, does he?" I growl at my youngest, and proceed to give him my unexpurgated opinion of brush salesmen. At this point I discover the not-at-all embarrassed salesman is calmly writing his name in the dust of my kitchen window.

"You'll pardon me, Madam," he murmurs in a Charles Boyer-I want-to-go-back-to-the-Casbah voice, "but you need a schedule. Now, with each purchase of our all-purpose brush we are giving absolutely free a helpful schedule—"

I look him squarely in the eye, grab a stewpan by the handle, and sing two verses of "The Star Spangled Banner." You may be interested to know I never have thrown a stewpan at any one, but my youngest son could sing two verses of our national anthem long before he had mastered any of Mother Goose's less difficult ditties.

Life can be beautiful—but not right now. Heavenly day, it's lunch time! My beauty schedule says I'm to have a cup of hot soup, a green salad, and a cup of tea. But my husband eats lunch, too. My three sons, and not infrequently several of their friends who join us informally, also eat lunch. It's a nasty habit but it isn't immoral, and I haven't the heart to stop them. Oh, sure all of us can have soup, salad, and tea or milk, but it is going to take longer than the leisurely 30 minutes specified.

The barely perceptible gleam in my eye is due entirely to the knowledge that by reversing the schedule again I can save ten minutes. I'm supposed to have fruit juice and celery at four o'clock, but to save time I'll just eat it with my lunch.

"You're smart." I flatter me, "just plain smart. Of course, you'll feel like a stuffed goat—but ten whole minutes!"

By two o'clock the men in my life have gone again, the luncheon dishes have been washed, the living room is reasonably straight once more. The youngest child has had a once-over-lightly bath and is tucked away for a nap. I'm beginning to look like a fine example

(*Continued on next page*)

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BEFORE AND AFTER—EVER AFTER

CONTINUED FROM PRECEDING PAGE

of deranged womanhood, and still I haven't done the special work—laundry and/or gardening. Even so, dat ole debbil schedule indicates that *between two and three the housewife can roll up her hair, cold-cream her face, and lie down with soothing pads over her eyes. After she is refreshed by her long rest, she can dress for anything the afternoon offers.* Wondering vaguely what the recommended attire *is* for a bout with the washing machine (which is what the afternoon offers!) I shrug my shoulders at the light work, roll up my hair, put a mud pack on my face and neck . . . and the door bell rings. Louder and louder. Frenziedly I rub off most of the wet pack on one of my best bath towels and sneak to the living-room window. Two women. But who? Why didn't they call? They must be tired, too—at least, one of them is leaning against the door bell.

All patience spent, all caution tossed to the evil winds, I swagger to the door.

"How d'you do?" I smirk. Bits of mud pack still on my face have hardened and dried. One corner of my mouth is pulled down in a definite sneer.

"Is Mrs. Barnes at home?" One of the ten best-dressed women in the U.S. inquires sweetly. Clutching at the last remnant of straw, I toy with the idea of saying no. But the large, spongy baloon I refer to as my conscience inflates itself enough to answer, in a surprisingly clear voice, "I am Mrs. Barnes."

"Oh? Oh . . ." The eleventh best-dressed woman in the U. S. raises her eyebrows in a questioning Did-God-make-you-too? manner and proceeds with a half-hearted explanation of this untimely visit. They're from the city, of course, and are making a survey of the political intentions of the villages. From an elementary discourse on woman's place in the world—including the startling announcement that woman was granted the Vote in 1919—they proceed to the coming elections. A bobby-pin is scratching the back of my ear, my face stings from the dried mud pack, and I am horrified to find myself humming "The Star Spangled Banner." The political emissaries gasp, sniff the air, pat my shoulder encouragingly, and race to their car, parked at the curb.

My youngest has awakened. He doesn't believe I am his mother. Oh, fine! But after all, he's only three-and-a-half and his mother didn't have those awful splotches on her face when he went to sleep. It takes a good scrubbing of my face, the unrolling of my hair, a glass of milk and a cookie to restore him to his usually cheerful attitude. We're very chummy by this time, and he feels called upon to describe in some detail the circus he saw last month. I listen. I think, but when he pauses for breath, I say, "Roger, did you know the Republicans have a candidate for 1948?"

Roger prods me back to reality by asking if we are to have chocolate cake for dinner. Dinner? Oh, yes, this is Tuesday, isn't it? And we always eat on Tuesday, don't we? But first we must do a few chores, not more than 25 or 30, including a little light work—laundry and/or gardening.

Some time between six and seven o'clock dinner is served. It is one of life's little miracles, truly it is, but there it is on the table—salad, meat, vegetables, rolls, ice cream, coffee, and milk.

When the dishes are finished, I breathe a sigh of relief. We have no engagements, thank goodness. I have the whole evening to wrestle with that schedule. My husband settles down with a book. The boys are studying. The youngest already is asleep, bless him. I sneak off upstairs for more of those body beautifying exercises. The exercises having produced a pleasant glow, I pour bath salts in the tub, and turn on the hot water. I pin up my hair, put cold cream lavishly on my face and neck. I lift one foot into the tub of fragrant, sootling water, and there comes pounding on the bathroom door. My husband's voice rises urgently above the sound of the running water: "Hurry and come down, Alice. The Browns are here with their vacation movies."

Somewhere between Amarillo and Yellowstone Park, via the Browns' movies, I yawn audibly, notice vaguely that Mrs. Brown has a new permanent. Later at bridge as Mr. Brown's partner, I ruin a beautiful hand for him by gross under-bidding. Mrs. Brown has a new shade of nail polish—and a very smart dress. I'm beginning rather to resent her even before she says, out of a clear blue sky, "I found the most marvelous beauty schedule in a magazine yesterday—"

(*Continued on page 252*)

Saves you over 200 hours of work a year!
Frees your hands from dishpan soaking!

NO OTHER AUTOMATIC DISHWASHER CAN MATCH THIS GREAT NEW G-E!



UNTIL you've tried it, it's hard to believe what a marvelous convenience this great *new* General Electric Automatic Dishwasher is!

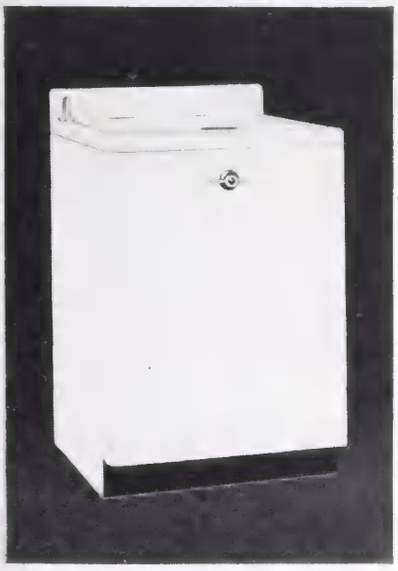
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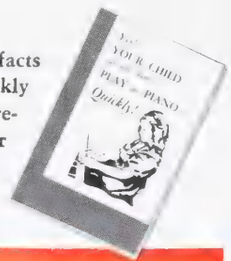
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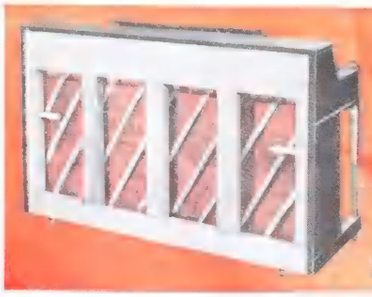
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Charm is where you find it

by Jean Tigar

Fine sights and sounds and odors are not all dewdrops, opera, and lilacs—they abound in our commonplace living

WHEN I was a child, the woman's page of our local daily used to feature a different contest every week. The subject matter was announced on Monday, and the winners made known the following week. Without a box top or even a reasonable facsimile (those were the days!), you could have your say on the topics about which you felt capable. Personally I felt capable of them all. And I labored feverishly every night, pushing homework aside, and giving my all for the good of one of the two-dollar prizes. But I never won.

The contest that intrigued me most was the one that concerned favorite sights, sounds, and smells. I remember vividly how I said I adored grand opera (my father had just bought a second-hand "talking machine" and the nearest I was getting to grand opera were Sousa's marches and the Hawaiian records that came with it), the odor of lilacs, and the twinkling of dewdrops on the grass. (This last would have been quite a revelation to my mother inasmuch as by the time she succeeded in getting me out of bed of a morning, the dewdrops were gone.) When my na was missing from the list of w ners, I concluded it was beca too many contestants were cr about the same things I was. A then I forgot it. Or thought I c I wish I had that contest to do o again! There are so many thi I'd mention now that have noth to do with grand opera, the odo lilacs, or the twinkling of dewdr on the grass.

What's the matter with the sm of clothes that are being fres ironed, for instance? Or the unm tickable and satisfying scent t lingers on in the living room a furniture polish and elbow gre have been applied to wood? Or wet lumber aroma given off by back stairs when they've been posed to the scrubbing brush a soap? (Although I must cont that here distance lends encha ment—usually I don't notice nice smell *while* I'm doing ther the whole downstairs smells w derful only after they're done!

Then there's the heavenly grance of a cake in oven or a r on top of the stove. And I d

(*Continued on page* 264)



Lively and rich, Spongex sponge rubber rug cushion makes all carpet luxury carpet. You'll be delighted with its sound-muffling cushion action... its buoyant and refreshing feeling underfoot. You feel the difference with every step!

You can identify Spongex at your favorite department, floor covering or furniture store by its distinctive green and gray color. Would you like a sample? Write The Sponge Rubber Products Company, 311 Derby Place, Shelton, Connecticut.

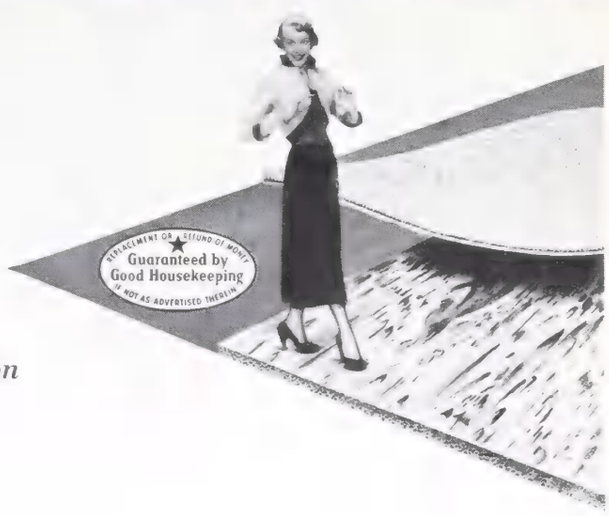
uit by Monte-Sano & Pruzan

He too is pleased with every step when you select . . .

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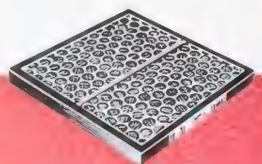
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The hoax of the hand-hewn beam

by Robert Chuckrow

Hear ye who long for the old skill of Colonial carpenters! Modern houses are not only better built, but fireproof

FIRST, let me say I like old houses. I appreciate the charm and graciousness of a Cape Cod or a Dutch Colonial. Some of my best friends are Salt Boxes. But the next time somebody slips me that tired cliché. "They sure knew how to build in the old days." I hope a hand-hewn beam collapses gently on his head.

They knew how to build in the old days, but only within the limits of their knowledge of structure and materials—and that was slim. We build better today, far better. We not only build better today than the Colonial carpenters did, but we build better today than yesterday, and better yesterday than prewar. Home construction is a physical science that is undergoing more research today than the hydrogen bomb, and anybody who gets starry-eyed when he discusses that dream of a prewar house, whether it's the last war or the Revolutionar has been mesmerized by a interesting but false inform

Let's study the typicall built Colonial from the bott

Since the forefathers didn much about the bearing cap soils, they seldom bothered footing. They built on a like of land and hoped the hous eventually stop settling. I tion stones were laid up with a lime mortar. A hors kick out the underpinning were that kind of horse! Si unprotected from dampne termites: by now they are invariably rotted. The sills over, were usually 12" x 12" Such oversize structural n in early houses usually m antiquarian quiver with But it is certainly no t

(*Continued on page 2*

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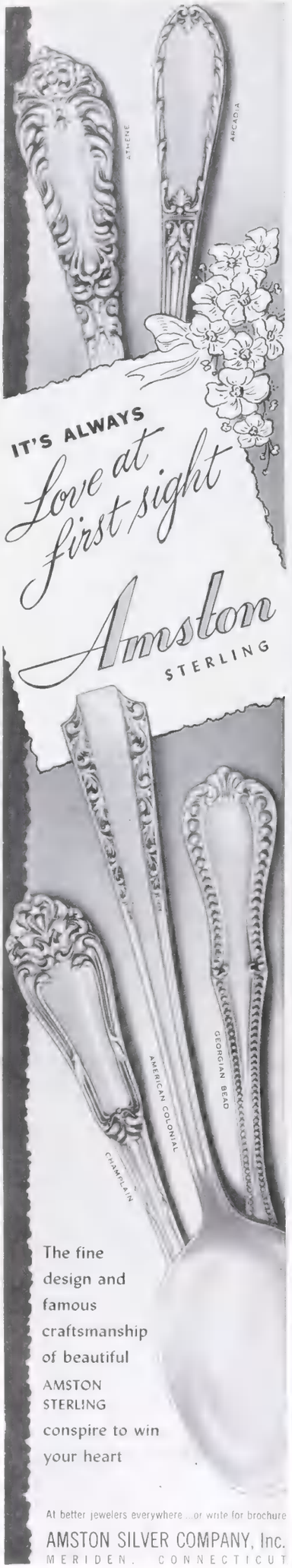
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THE HOAX OF THE HAND-HEWN BEAM

CONTINUED FROM PAGE 250

beauty to a modern designer to see a structural member seven times the size required for its function.

Structural framing throughout was generally a combination of too much and too little. Today a couple of 4″ hollow steel columns and a 6″ x 8′ girder are all the intermediate support required for a normal house load. But in the old days 8″ x 8′ columns were scattered about as though they were toothpicks. Roof rafters were frequently 6″ x 6″s, spaced 3 feet apart, and framed into an 8″ x 8″ roof tree—or ridge board as we call it now. Since the roof tree supports no load at all, our poor old house has been sway-backed for years, just for the glory of holding aloft a useless hand-hewn masterpiece. At the other extreme, studs were generally 2″ x 3″s spaced two feet apart, while modern practice dictates 2″ x 4″s not more than 16″ apart.

One of the most important features of frame construction today is sheathing, which gives rigidity to the entire structure and makes the sidewalls weathertight. This detail was omitted in the old days, when it was considered sufficient to brace with struts, nailing clapboards or weatherboards directly to studs.

As for weathertightness, today's walls generally contain asphalt-saturated building paper to keep out dampness, plus an air space and a substantial thickness of insulation. In the days of the *good* builders, this was all provided for merely by filling up the cracks in the siding with mud.

Metal flashing and gutters were unknown in early construction. Water trickled down the chimney and through the windows like rain down the neck of your overcoat.

The stone chimneys were almost heavy enough to sink through bedrock. And not only were flues full of leaks, but the old boys were fond of framing their timbers right into the chimneys—a practice that would make today's fire underwriters less than enthusiastic. Wood shingles, in time, become mellow and quaint. But wood ash all looks the same, and today's composition shingles are fireproof. They're also cheaper to buy and install.

Plaster was applied in thin coats over wood lath. If the plaster adhered, then the lath showed through. But usually the plaster, made of sand and lime, soon lost its grip and flopped in large sections in Grandfather's lap. To add insult to injury, plaste strengthened with cowhai frequently looked as if it ne shave.

Today we shudder and "jerry-built" if the sub-floo laid diagonally, placed so t two joints are continuou nailed twice at every joist. old days there was no need t about such details. The omitted the sub-floor entirel

Stairs were often narro steep, and though the hardi the Pilgrims may have bee thing, it's better to walk stairs than to fall down.

Windows? No use talkin them. And closets! *What* cl

So please don't talk ab good old days of house b Today's product is better in every way—in comfort, in living, in economical use terials. Yes, in durability t every old house that remain there are hundreds of oth have collapsed and rejoi earth. The ones we still s been remodeled, restored, and reinforced, and their p tion will continue in the san way. Your modern home, l built of light, fireproof m damp-proofed, termite-proo entifically designed and rigid bank- and building-quirements, will stand on It will need only a fractio maintenance required for th but costly souvenirs that with us from the past.



Springfield presents . . . the tables made for You



If the decorative theme for your room ranges anywhere from antique to modern, then the fluid grace of these tables will fit in as though tailor-made. Available either in all-mahogany, with ribbon-striped mahogany veneer top and shelves, or in all-oak, with comb-grained veneer top and shelves in lime oak finish. Also obtainable with Chinese motif hand-painting.

The "Springfield Furniture" line is on sale at better stores everywhere.

OCCASIONAL FURNITURE — DINETTE SETS

SPRINGFIELD FURNITURE WORKS, INC.
502 W. Euclid Ave.
Springfield, Ohio

BEFORE AND AFT EVER AFTER

CONTINUED FROM PAGE

"Oh, say, can you see dawn's early light, what s ly . . ." My voice is clear a I clutch the leg of the bric Mr. Brown pulls nervousl collar. Mrs. Brown smile in a dazed way, and my herds them toward the fr I rally sufficiently to g about the time they do. N more surprised than I, wh

"Mrs. Brown, what mag the new beauty schedule

"I'll send it to you, d answers hastily, wild-eyed I block her escape.

"*Look, kid,*" I tell mysel as I crawl into bed. "Gran *rode* in the wagon. She di to get there by Saturday look like Queen of the M she arrived."

But I can do it. Gran tomorrow Mrs. Brown is me a new schedule.



Inspired by the famous prints— LIBBEY GLASS HOSTESS SETS

For old-fashioned hospitality here are merry-making glasses of enormous distinction in a *matched service* . . . On each shape a *different* scene! Now you *know* you have the proper glass for *every* drink: highball, cocktail, an old-fashioned, wine, pilsner, sour, or cordial. There are even *matching jiggers* (not shown), 4 for $1.00. All tumblers are the distinguished new "Classic" shape.

Five times a wonderful buy: (1) unbelievably low priced. (2) rounded crystal bases on tumblers. (3) permanent colors won't wear off. (4) guaranteed rims: "If the rim of a Libbey 'Safedge' glass ever chips, we'll replace it." (5) smartly prepacked for gift-giving. In sets of 8: tumblers $3.00; stemware, $5.00. Prices slightly higher in South and West.



Cocktail (4 oz.) Pilsner (10 oz.) Wine (4 oz.) Cordial (1 oz.)

Any matching set of 8

$5.00



Cooler (14 oz.) Hi-Ball (10 oz.) Old-Fashioned (9 oz.) Sour (6 oz.)

Any matching set of 8

$3.00



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At leading stores everywhere

Stimulating Furniture Book—25¢! Scores of fascinating pictures. Ideas for every room in the house. For your copy, plus name of nearest dealer, write Heritage-Henredon, Dept. HB-11, High Point, N. C.



BEAUTY THAT'S TIMELESS! Gently curved sofa has specially built arms that won't wilt when sat upon. For a companion piece, add this low, underslung tub chair. Tables are in the *new* huyunut finish, brass trimmed.

A new idea... for those who think fine furniture is "out of reach"

DO YOU LOVE fine furniture, but feel your budget can't say "yes" to it? Then how you'll welcome this idea!

The makers of Heritage-Henredon furniture are constructing living room, dining room, bedroom pieces with the artistic charm, the enduring quality of custom furniture, yet, because of unique methods—are able to offer it to you at way below custom prices!

Shown here are only a few pieces from a wide selection of Heritage-Henredon designs ... sofas, chairs, tables, chests, cabinets, beds, dressers ... each one created for today's space problems. Adaptable, too, so you may choose all you can now, add more later.

Give your home Heritage-Henredon fine furniture. All pieces carry their hallmark. Look for it, before you buy.



SIMPLE ELEGANCE for your dining room. Table (46" x 66" closed) extends to 120"—is crossbanded with hand-matched African swirls. Matching buffet has spacious drawers, 2 silver compartments. Leather-covered chairs may double at desk or card table.

Heritage Henredon *fine furniture*

Factories at Morganton, Mocksville, and High Point, N. C.

CUSTOM QUALITY at PRACTICAL PRICES

Built-ins make the difference

Does your kitchen need a better place for pots and pans? Or a planning desk? Or a place to eat? Many extra conveniences can be built in by the handy man of the house or by a local carpenter

by Charlotte Conway



PHOTOGRAPHS BY WILLIAM F. HOWLAND

A disappearing table may be the solution if your kitchen is small. It will provide extra work space, as well as a spot for quick snacks. Mr. & Mrs. E. H. Sieling, of York, Pa., built one of plywood, heavy enough for its size, with simple molding to serve as wall frame. A catch to hold table to wall when closed and hinges for table and fold-out leg were only hardware needed. Wax or paint as you choose.

(Continued on next page)

A lifetime of pleasure—
yours for as little as $1285*

You possess a never-ending source of enjoyment when you own a Hammond Organ. Music leaps to life under your touch. You command the whisper of strings, the surge of brasses, the rich voices of the organ and the orchestra.

Nothing equals this experience. You never tire of creating your own music. Music that relaxes you. Music that renews you. Music that helps keep your dreams alive.

Yes, to own a Hammond Organ is to own a lifetime of pleasure!

Best of all, you needn't know music. Not a note of it! You need never have had a lesson in your life! Yet in less than thirty days you'll be able to play half a dozen simple tunes on the Hammond Organ. The experience of thousands has *proved* this.

Prices start at only $1285*—lowest in years. Imagine! You can own the Hammond Organ for less than the cost of many fine pianos! And your dealer offers convenient budget terms.

Your home is big enough! A space four feet square is all you need. There is a model of the Hammond Organ to fit your home.

Installation no problem. Plug it into an electric outlet, and it's ready to play. Maintenance costs? Next to nothing. And this is the *only* organ in the world that never needs tuning.†

Why put off the pleasure of having your own Hammond Organ? Now, this week, visit your dealer. See and hear the Hammond Organ—the world's most widely used organ in homes and churches. And mail the coupon for complete information.



AT LEFT: The Home Model Hammond Organ, used in more homes than any other organ. Hammond Organ prices start at $1285* for the Spinet Model (not illustrated).



CHURCH MODEL, used in some 20,000 churches.

Concert Model has 32-note AGO pedal keyboard and an additional †Pedal Solo Unit tunable to preference by the organist.

*f. o. b. Chicago. Prices include Federal excise tax which is rebated to churches.

Prices start at $1285*

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☐ Spinet Model ☐ Church Model
☐ Home Model ☐ Concert Model

Name .....

Street .....

City ..... P.O. Zone ..... State .....

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"It's great when you drink it straight"

(served chilled with lemon peel)

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BUILT-INS MAKE THE DIFFERENCE

CONTINUED FROM PRECEDING PAGE



PHOTOGRAPH BY RICHARD AVERELL SMITH

An old-fashioned stove can be modernized by removing legs, building cupboards around it. Have cooking units at same height as adjoining counter. Plan storage space beneath to suit your specific needs. You can have one shelf, as here, or divide space into shallower sections or a vertical file, if that's the way you like to keep your cake tins and pie plates, or casseroles.

PHOTOGRAPHS BY MAYNARD PARKER



A pass-through saves steps between kitchen and pantry or dining room. When you put in cupboards, leave an open space between counter and wall cabinets, so you can reach through easily from either side. Mr. & Mrs. Willard Lewis claim this simple device saves a thousand steps and makes for better ventilation besides. Their home is in Bel Air, West Los Angeles, Calif.



A drop-leaf kitchen desk is a godsend to the business-like housewife, and even in a small kitchen, space usually can be found for it. Architect Paul Kirk worked one in for Dr. & Mrs. Lawrence A. Schueler in their Port Angeles, Washington, home. When built in flush with other cabinets, it is good-looking, open or closed. Be sure drop leaf is hinged at height convenient and comfortable for the woman who is to use it.

PHOTOGRAPH BY MAYNARD PARKER



One closet all for pots and pans can save a lot of time when they are hung and racked neatly. If you haven't a closet now, one can be built quite easily, fitted with hooks, clamps, and racks to suit your utensils wardrobe. In their Seattle, Washington, home, Mr. & Mrs. Bernard Dahl find now they can see at a glance exactly what they want and bring it to the stove without fumbling or upsetting everything else.

(Continued on next page)

For Marvelous Martinis!



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(served chilled with lemon peel)

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FOR HOME ENTERTAINMENT

THE INCOMPARABLE
Capehart
TELEVISION





OUR Capehart

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The CAPEHART "New Englander." Big 16-inch picture. Rectangular tube. World-famous Capehart Symphonic-Tone System. French Provincial design in cherry with fruitwood finish.

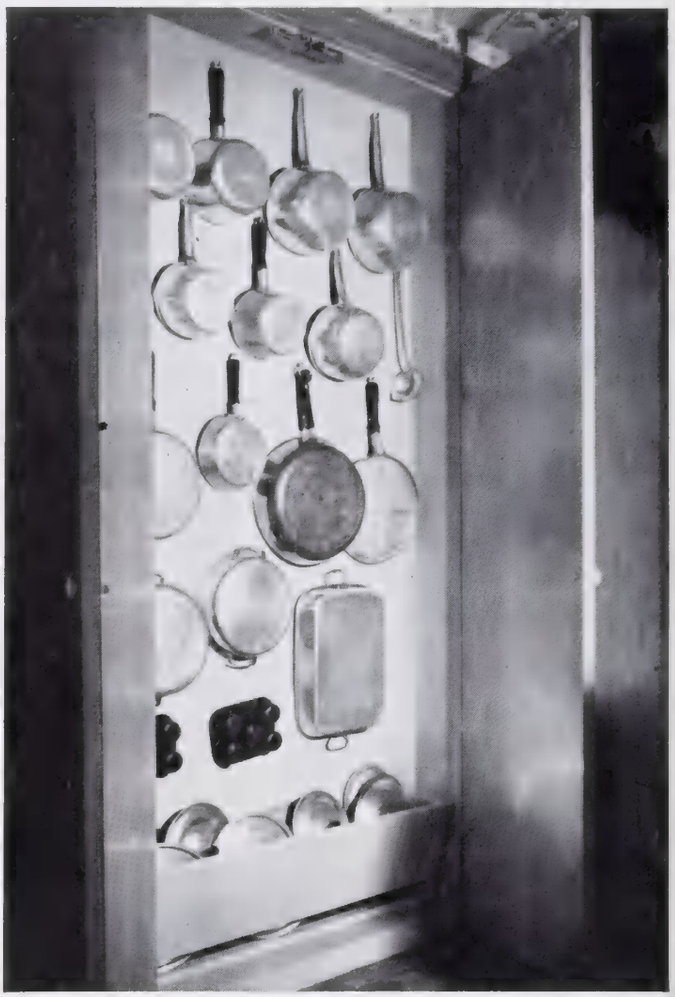
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BUILT-INS MAKE THE DIFFERENCE

CONTINUED FROM PRECEDING PAGE



Another pots-and-pans solution is a very shallow closet, which might replace an unused kitchen door. Two narrow doors are better than one wide one, taking up less room when open. Screw-hooks at measured intervals permit spacing utensils according to your own needs. Bin at bottom is excellent for pot covers. This closet was designed by architects Webster & Allen for Mr. & Mrs. Frank Judson in Winnetka, Ill.

PHOTOGRAPH BY MAYNARD PARKER



A breakfast table and bench shaped to the walls look related and save space. In the home of Dr. & Mrs. Lawrence A. Schueler in Port Angeles, Washington, architect Paul Kirk worked this out in a breakfast room adjoining the kitchen. Curved seat, built in under window, accommodates several people, and there is room for chairs in addition. Free-form table has three legs, one less than usual to get in the way.



KETCH BY JANE OLIVER

New, good books on music

By Richard Williams

OK publishers, no more altru-
tic a group of businessmen than
other group of businessmen,
plain that by and large books
usic turn out to be unprofitable
ures. They continue to publish
books, nevertheless, hoping to
the exception. Book publishers,
other businessmen, are opti-
.

ossibly the fact that not many
s on music are well written
something to do with the lack
ales. It is difficult to write
ly about any art, but it seems
doubly difficult to do so about
r. Treatises come forth which
for granted that you know
more than you *do* know, and
h are heavily seasoned with the
ika of pedantry. We get æs-
writing as obscure as the
talk of two watch repairers.
we get biographies which
of their subject as "The
er." It is seldom that an enter-
ng and balanced biography,
as the one of Wagner by
t Newman or the one of Verdi
rancis Toye, is written. It is
m that such readable histories
n of Music by Brockway and
stock or the same two authors'
Opera are produced.

Such is the general condition. All the same, each year's crop, including this year's, produces some good kernels. According to annual custom, I call your attention to some of these. Because you may want to read them yourself, you may want to give them as Christmas gifts to your music-loving friends. Or the other way around—give them as gifts and then borrow them back.

One of the year's best manuals is *The Victor Book of Overtures, Tone Poems and Other Orchestral Works* by Charles O'Connell. Mr. O'Connell has been a guide in the woods of music long enough to know where the fresh brooks and the sunny glades are to be found. The present work complements his *Victor Book of Symphonies* and deals, as the title indicates, with the shorter pieces of the orchestral repertoire, some of which enliven a concert more than the statelier symphonies do. Here they are, these overtures and tone poems and suites, from Auber to Wolf-Ferrari, beginning and ending with light music, but encompassing such mighty works as Beethoven's *Lenore* Overture No. 3, Debussy's *La Mer*,

(*Continued on next page*)

The CAPEHART Chippendale Phonograph-Radio. Rich mahogany veneers. AM-FM radio. Plays all sizes, all speeds, all types of records—all automatically. Record storage compartment—$395.





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Symphonic-Tone

SYSTEM

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NEW, GOOD BOOKS ON MUSIC

CONTINUED FROM PRECEDING PAGE

Schönberg's *Verklärte Nacht*, and Richard Strauss's *Thus Spake Zarathustra*. Mr. O'Connell's discussions are, as usual, sanely enthusiastic. Sanity and enthusiasm are indispensable equipment for anyone who wishes to speak with words about an art that speaks without words. The brief remarks about the composers—quick shadow profiles cut with a pair of scissors—are also helpful. And the musical quotations are simple; you'll be able to toy with them on the piano.

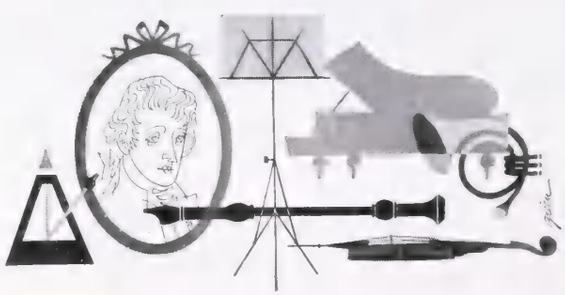
RECORD collecting has become a hobby with its own laws, language specialization, collectors' fury, and with its own brand of snobbery. Record collecting is not nearly so popular as philately, but almost as beset with tenets and mystification. With European imports now being freely available, with new record companies springing up to present this and that recondite marvel fresh from Vienna or Milan, with the American companies putting out many releases every month (too many, I think), with collectors listening enthusiastically to the recordings of the past —with all this going on—a critical appraisal of the labyrinthine catalogs is becoming more necessary every year.

This year two fresh guides were published—rather two new editions, reworked and brought up-to-date, of older books. These are virtually new books, as they contain so much new material. One is by Irving Kolodin and is called *The New Guide to Recorded Music* (International Edition). Mr. Kolodin is editor of the record section of *The Saturday Review of Literature*. The other is *Records, 1950 Edition*, by David Hall.

The book by David Hall is the more comprehensive and, being published later, the more up-to-date. Mr. Hall has strong likes and dislikes, which is what he ought to have in such a book or else it would be a catalog and not a book. I don't happen to agree with several of his judgments (I disagree, for example, with his slight estimate of Heifetz), nor do I believe that he has done most record collectors a service by including quite so much off-the-beaten-track music. Have you ever heard of John Farmer, Giles Farnaby, Oscar Lorenzo Fernandez, Anton Filtz, Gerald Finzi, Joseph Bohuslav Foerster, Jean Françaix, and Johann Jacob Froberger? These are all included under the F's, and that seems to me exploring too many little islands. But perhaps it is this very unorthodoxy that gives the book its value. It certainly represents an immense amount of scholarship.

Personally, I prefer the Kolodin book, which is somewhat less inclined to sail away from the main routes. Mr. Kolodin, also, is a man of opinions, but he presents them in a more urbane and entertaining style. The physical arrangement of the book is a further advantage. The typesetting is good. Whether you are looking for Liszt's *Paganini Etudes* or a particular Bach Toccata, you can find it quickly.

Among the biographies, I enjoyed one of the man who is known (wrongly) as the father of the symphony. A curious re-evaluation of Haydn has been taking place in our time. We used to think of him as a candlelight composer, politely gay, predominately in pleasant humour though occasionally inclined to lyric song, and nearly always formal. We have now found out that his symphonies contain, behind that polite musical language, vigorous, dramatic, and often daring imagination. They are lighted ever so often not by candles but by fearsome lightning flashes. The more we know of Haydn the higher does he grow, and the only difficulty in getting to know him is the learning of his language. If we could divest him of the title "Papa Haydn" that would help too. The book, by H. E. Jacob, *Joseph Haydn, His Art, Times, and Glory*



s the first full-length biography which has appeared in English for many a year. though even this is a book written by a German. It's a little strange—Haydn is in more ense than one an international omposer. He himself was particularly fond of England and all the English. His best symphonies (the welve symphonies known as the *ondon Symphonies*) were produced there. At any rate. here is a ook about him at long last and ne nationality of the author does ot matter. for Mr. Jacob's style. n spite of occasional Teutonisms hich emerge in the translation. is oroughly readable and easy goig. The very paper of the book is ermeated with his love for Haydn. ince Haydn himself was a colorful nd adventurous personality (not all the polite and formal gentlean that one might guess him to be om his portraits). a man bent on queezing the most out of life. ady for amorous and every other nd of adventure up to his ripe d age. the story of his life and glory" is a lively story.

O review of musical books published in any one year would be mplete without mentioning at ast one book by Sigmund Spaeth. e powerhouse of musical writers. This year it is *Dedication, the Love Story of Clara and Robert Schumann*, a short and unpretentious book which Mr. Spaeth tells me started out as a book intended for children but which grew in the writing of it into something more. It is not a complete Schumann biography—merely the recounting of one of music's celebrated romances. Mr. Spaeth tells the story without using the brand of marshmallows confected in Hollywood. He takes the occasion also to discuss some of Schumann's celebrated compositions. such as *Carnaval*, *Scenes from Childhood*, and the early songs.

If you want to give somebody a gift of an inexpensive little book, I recommend to you a series called *The World of Music*. These are exceptionally handsome books richly endowed with beautiful illustrations. some of them in color. They cover such subjects as *The Messiah*, *Chamber Music*, *The Waltz*, etc. The latest. No. 10 in the series. is *The Concerto* by John Culshaw. It is a very brief account of the art. beginning with Viadana and ending with Bartok. The pictures in this volume are particularly fine. For two dollars. how can you go wrong?

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Limited franchises now available to additional dealers.

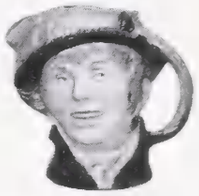
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AULD MAC
—"Bang went saxpence"



'ARRIET
—a true cockney



JOHN PEEL
—ye ken this huntsman



CARDINAL
—of the "Jackdaw of Rheims"



PADDY
—eager to fight or drink



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BEFORE YOU BUY your food waste disposer, ask to see the three big "Bests" that mark the difference between "just another disposer" and "the best that money can buy." Look for this:

1 **CONTINUOUS FEED**—Can the disposer eliminate waste continuously, without stopping? Or does it have load limits, with starting and stopping between loads? Get the right answer with a *Youngstown Kitchens Food Waste Disposer,* the Disposer that shreds away waste continuously—as soon as it is fed in (no between-loads stopping and starting).

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FOOD PREPARATION: Peel potatoes, clean fish, trim carrots and do other food preparation tasks, *and keep your kitchen clean as you go.* Simply turn on cold water, then turn on your Youngstown Disposer whenever you have scraps.

NOTE: Youngstown Kitchens Food Waste Disposer can be used with septic tank of 500 gals. or more capacity.



CLEAN-UP: Scrape food waste directly into the drain while it is still fresh, *before it has a chance to become garbage.* You can keep your kitchen clean during after-meal clean-up . . . even though you have *dozens* of plates.

Fits all Youngstown Kitchens Cabinet Sinks and most other modern sinks. For full information, write Dept. F.W.D. 2.

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World's Largest Makers of Steel Kitchens

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FOOD WASTE DISPOSER

Take It Easy, Lady!

Take advantage of new labor-saving equipment, and improvements in old, and you won't be a slave to housework

by Charlotte Conway



There's more to this new Lewyt vacuum cleaner than meets the eye! It sits on an aluminum "dolly" with rubber casters, known as a Step Saver, because it rolls around so easily. Dolly holds four constantly used attachments: floor and dusting brushes, upholstery and crevice tools. It has a new attachment known as the "101" combination rug nozzle, for use as a vacuum cleaner, or, detached, as a carpet sweeper that never has to be emptied because dirt is whisked into Speed Sak when wands are attached to cleaner. It has a Space Saver, a plastic rack to screw on inside of a closet door or on wall, to hold hose, wands, "101" nozzle, snuffocator, and paint sprayer.



Ever try to remember exactly where in your freezer you put that very special package? The Universal Index-A-File freezer has slots in the back shelf trim for plastic name tabs to guide you unerringly to the food you want. Another convenience is that you may divide the freezer compartment, according to your requirements, into shelves or vertical compartments, thanks to aluminum divider plates. The freezer has 12 cu. ft. capacity, holds 420 pounds of food, takes up a space 47½" wide x 30¼" high, standard height for counters so it gives you extra work space in the kitchen. Built-in lighting,



Now you can throw away the kitchen matches, and with them the fear that Junior will get into trouble with them. Norge has brought out a gas range with electric ignition both for the top burners and for the oven. To light the burners, you press a button on the instrument panel, then turn the gas cock handle. That's all there is to it. In somewhat the same way, to light the oven you press down a lighter lever in the oven, and then turn the oven heat control to ON.

DRAWINGS BY KELLY OECHSLI



You don't have to worry about where to put the control box with the new Westinghouse electric blanket. Of clear plastic, it can go on the night stand, if there's room. But if there isn't, it can go in a special metal hanger to clip to rail or headboard, or even to hang on the wall. Control box has pull switch, a red indicator and a neon signal light to indicate when the switch is turned on. Blanket is double-bed size, with single or dual control, and comes in Evening Rose, Sapphire Blue, and Emerald Green. AC current only.



Small families with small kitchens can still have dishwashers! The Cameron portable is only 16" in diam. x 14" high, sits on the drainboard, drains into sink. It works by water power from your own hot-water tap, so you don't need an electrician or a plumber to install it. Stack the dishes, sprinkle on a little of your favorite soap, and turn on the water. In about five minutes dishes will be clean, you drain soapy water into sink, keep hot water on for rinsing. You can get a lingerie basket insert, and do a simple wash in the same way.

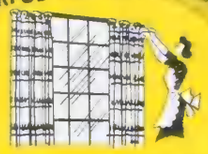
(*Continued on page* 270)



Perfect Background

FOR YOUR HOUSE BEAUTIFUL

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Fincastle beauty is not *printed* on — it's *woven* in . . . woven to combine texture interest with pattern and color. Inexpensive enough for you to afford new draperies for every room.

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New chair too expensive? Old chair too offensive? Fincastle slipcover magic will give worn out upholstered pieces a new lease on life, and they'll last a *long* time.

PRACTICAL FINCASTLE BEDSPREADS



Did you know you could make a bedspread all-in-one-piece without ugly seams? Fincastle's extra wide fabrics (100" to 108") are ideal for this purpose.

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Fincastle FABRICS

LOUISVILLE TEXTILES, Inc., 1319 McHenry St., Louisville 4, Kentucky

CHARM IS WHERE YOU FIND IT

CONTINUED FROM PAGE 248

know why the perfumers don't stop knocking themselves out over fantastic names and christen a cologne simply Attar of Just-Cleaned Closets or Essence of Tidy Bureau Drawers with Bits of Sachet and New Paper Added.

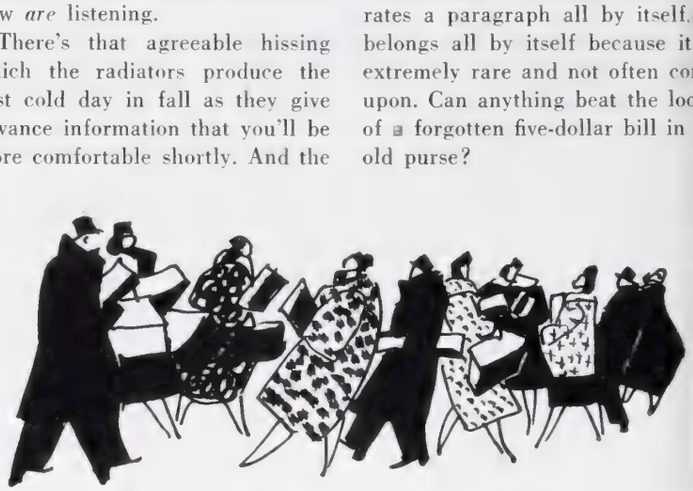
And could any lilacs match the smell you are treated to when the paperhanger unfurls the first roll of wallpaper and pastes enough of it on the wall so you can really see how it's all going to look?

And sounds! I guess an entire contest could be maneuvered around them alone. One of the nicest being a combination of noises that emanates from the living room after the dishes are done and you hear a mixture of sounds which includes intermittent family conversation, the rattling of the funnies on the floor, the crunching of apples, the clicking of knitting needles, the tapping of a pipe against an ash tray, and the droning of the radio to which nobody is listening. Later in the evening, the sound of comparative quiet is also good, when the young have been snugly tucked in and you settle down with the evening paper and the radio to which those who remain downstairs now *are* listening.

There's that agreeable hissing which the radiators produce the first cold day in fall as they give advance information that you'll be more comfortable shortly. And the nice music made by the hammer the saw, or the plane (sometime all three) when you're sure tha *this* time, even though the job i costing you folding money pe hour, it will be kept at until fi ished, and professional-looking an firm as the Rock of Gibraltar whe done. I can't forget, either, the soun of the baker's horn when he's earl for once and honks at five to twelv just as I discover there's not mouthful of bread for lunch.

As to sights, dewdrops on th grass are all right in their wa of course But give me freshly po ished brasses on the bookcase an day. And a newly sanded floor (o for that matter, a highly waxed ol one). And anything coveted, an saved for, and finally placed lo ingly and pridefully anywhere ur der the roof. Not to mention collection of well-shined fruit o the coffee table in the best flowere bowl, the early sprouting of slip covers as harbingers of spring, an wet things finally on the clothe line (like lace table cloths an heavy bedspreads) after weeks o procrastination.

There's one more domestic sigh which must be included and whic rates a paragraph all by itself. belongs all by itself because it extremely rare and not often com upon. Can anything beat the look of a forgotten five-dollar bill in a old purse?





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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 184

Four thousand miles of good highway thread the scenery, tying the island together for quick, easy sight-seeing. Everywhere, even against the sometimes weird background of Calypso music, the atmosphere, food, customs, costumes, and accent are well-tempered British. Pimm's No. 1 Cup is as much in evidence as Planter's Punch, and your shopping a matter of dividing your customs allowance between handsome British tweeds and unusually well-turned-out and useful native handicrafts. Even the landscape has unusual coherence, with color, line, mass, and texture as cunningly assembled as in a man-made conservatory. When you lay plans for Jamaica, whether through your travel agent or the Jamaica Tourist Development Board, 400 Madison Avenue, New York 17, remember Jamaica's diversity, and learn all about each of its five different resort areas before you make choice.

Hawaii, Maui, Kauai

For a different slant on the Hawaiian Islands, look into passenger accommodations on the Matson Line's inter-island freighter service, a novel, inexpensive, and increasingly popular way to sightsee. Actually, these trips are a continuation of the line's regular Hawaiian cargo-passenger service from West Coast ports—6 days, $125 each way. But if you arrange far enough ahead, you can also board ship at Honolulu either for just the next port of call, or for the full five- to seven-day circle back to Honolulu.

As for all cargo-passenger travel, look before you sign up. The line is very frank about the restrictions it must place on passengers because the ship's main business is freight. But, as is also characteristic of most modern cargo-passenger ships, accommodations are unusually attractive (all outside rooms with bath) and you may be just the type for whom eleven fellow passengers is enough. Since the ship moves by night to permit loading by day, you have maximum daylight time ashore at each port, often enough for extensive sightseeing. And the prices run like this: complete circle, Honolulu to Honolulu via Hilo on Hawaii and Kahului on Maui, $45; via Hilo and Port Allen or Nawiliwili on Kauai, $55; via Hilo and ports on both Maui and Kauai, $65.

Handy hunting

For the many who live next-state to Pennsylvania, the Keystone State offers one of the happiest of hunting grounds. Deer, bear, and smaller game roam its many wilderness areas and increase almost undisturbed except by ambitious camera fans until Nov. 1.

Then, with some variations in different counties, the quail, partridge, grouse, turkey, pheasant, rabbit, and squirrel season opens, followed November 13 through 18 by the bear season. Ducks are legal November 29 to December 9. In fact, Pennsylvania's deer are so prolific that a special season has been proclaimed for November 27 and 28, when antlerless deer may be killed statewide without special permit. Hunters may kill either one antlerless deer or one legal antlered deer, but not both, within the season. For details, names, and addresses of game protectors, a digest of game laws, and a listing of hotels, inns, camps, boarding houses, and other accommodations welcoming hunters, write the Vaca-

(*Continued on page* 268)



The Goodwill Chair

A thick puff of foam rubber over a soft bed of coil springs on both seat and back gives this chair unusual comfort. The seat is low, eliminating leg stretching . . . the back form fitting, exquisitely curved and molded to fit the average person.

"A decorator chair"

by

Jamestown Lounge Co.

Jamestown, N. Y.

Ask your dealer to show you this chair

DUNCAN

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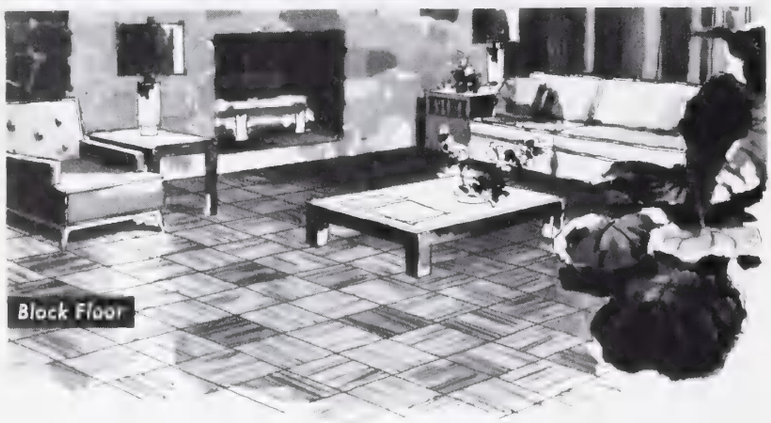
"The loveliest glassware in America"

Photo taken of Grand Rapids Furniture Makers Guild



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Perhaps your choice will be the new Ranch Plank Floor with the cozy, informal charm of its walnut pegs, random strips and Decorator Finish. Or you may prefer the smart parquetry design of a modern Bruce Block Floor. If you just can't decide which you like best, then why not use both for interesting variety? For example, put Ranch Plank in your living room and den; Block in your bedrooms and other areas.

Whatever your "floor plan" may be, insist on beautiful, long-wearing Bruce Floors. Your architect, contractor or lumber dealer will tell you more about them. Write us for literature in color.

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World's largest maker of hardwood floors.

Is there a guest room in your attic?

See how insulation and a clever manipulation of floor space, only 35 by 14 feet, make an extra guest room. Take stock of the waste space under your eaves and discover the potentials of an attic now used only for storage

by Katrina Thomas

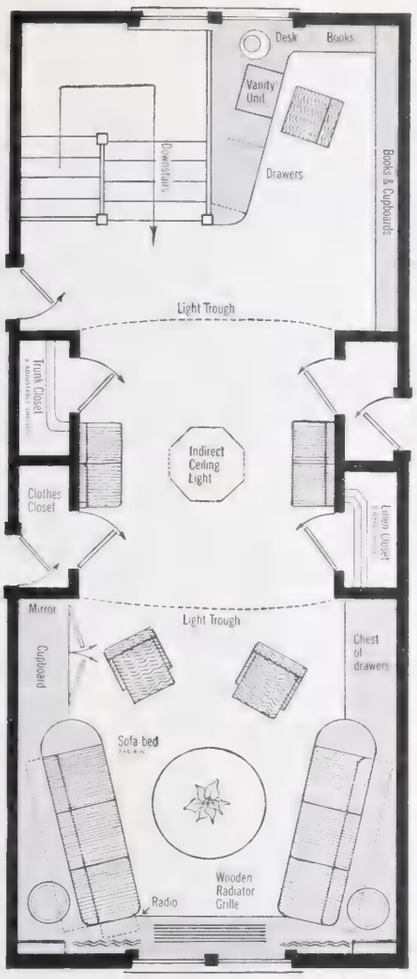


The bowling-alley look of a long narrow room is avoided by use of a hung ceiling over central portion and by a series of closets. (See plan.) This divides the space into three sections without cutting it up with partitions. Central light in ceiling illuminates entire room

DECORATOR: HANS WORMA



To save the floor space most of the furniture is built in. Sofa-bed pull out from under bedding boxes for sleeping. Curved wall under the sloping roof, mirrors, and large-scale design in the wallpaper give an illusion of depth and spaciousness in the living section



Plan shows how built-in closets relieve monotony of long flat wall and provide for storage. Remaining attic space is still accessible through them. Plaster does away with drab looks; insulation counteracts the excess heat and cold of most attics.

PHOTOGRAPHS BY MAX REICHMANN



A built-in desk with mirror on inside of lift-up top doubles as vanity. Set flush with stairwell, it dispenses with need for banister. The "beanpole" dividers serve as backing to the desk and also enclose the study without cutting off light or obstructing ventilation.

"My PHILCO's easier to use than any other freezer ever built!"



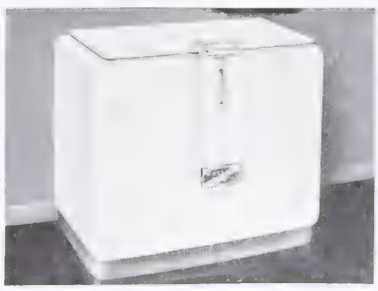
EH-121-Illustrated above

Holds 435 lbs. of Food! No freezer ever built gives you quite as much in design, features, and money-saving value as this magnificent new 12 cubic foot Philco.

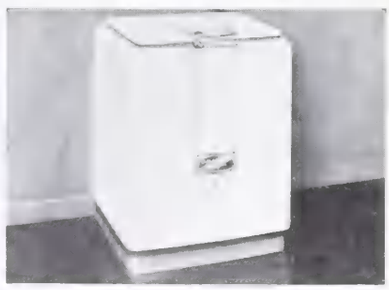
Built so a woman can use it more easily, more conveniently, it has 70% of storage space above knee level, brings more food packages within easy reach without stooping. It has a front that slopes *in to the base* so you can stand closer. It has 3 gleaming porcelain compartments with new easy-lift storage baskets and new plastic *Utilitray*.

Temperatures as low as 15 degrees *below* zero permit sharp freezing in any compartment. Far and away the most advanced home freezer for '50, this newest Philco sets a new high in freezer convenience, economy and value!

See the new Philco freezers, 4 to 30 cu. ft., at your dealer's now!



DH-81—8 cu. ft. capacity in 5 cu. ft. cabinet. Holds 280 lbs.



DH-41—4 cu. ft. capacity in 2½ cu. ft. cabinet. Holds 140 lbs.

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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 265

tion and Recreation Bureau, State Department of Commerce, Harrisburg, for the 1950 edition of "Hunting Accommodations in Pennsylvania."

At home aboard

If that cruise just ahead will be your first, and you will mount the gangplank not knowing fore from aft, here are some standard procedures which will help you feel immediately at home and free to relax and enjoy yourself:

For dining room table assignments, see the Head Steward immediately. There are usually two sittings. The second generally considered a little fancier than the first, if you can wait that long to eat. Take the schedule of meal serving hours seriously; it means what it says. If you're late, you may go hungry. Between-meal snacks on deck are just a plus on the ship.

Deck chairs, rugs, and such niceties are optional, usually at a nominal charge. To reserve yours, see the Deck Steward.

Valuables. Don't leave them in your cabin and worry. The Purser, who is cashier, ticket-taker, and general custodian of financial affairs aboard ship, has facilities for locking them up, either free or for a small charge.

Money. Come prepared, either with cash or traveler's checks. Few ships will cash personal checks, for obvious reasons.

Excess baggage. Clear your cabin by having it stowed in the ship's baggage room.

Wear what you like on deck. But be prepared to enter the dining room respectably covered. Most ships demand it. And do bring evening clothes. Even on the most folksy ship, you'll enjoy dressing up for such galas as the Captain's dinner. On some cruises, while daytime clothes are acceptable at the first sitting, dress is *de rigueur* at the second.

Sunburn. Be discreet. If you insist on getting it, the ship is understandably inclined to feel neither responsible nor sympathetic.

Tipping. It's usually done just once, at the end of the voyage, and includes not only those who have served you regularly, like your cabin, deck, and dining-room steward, but those who have given you incidental service like bar stewards, elevator operators, page boys. As to the amount, just keep your ears open. As the ship nears home port, it's a major subject of conversation. You will still have to play the whole tipping operation pretty much by ear, anyway, since the authority has yet to be found who is daring enough to make a definite pronouncement on the exact sum a *pour-boire* should be. It all depends, they say unhelpfully, so suit yourself.

To market

Ask any Mexican market-day enthusiast which is his favorite. If he doesn't quickly answer "Oaxaca," with a gleam in his eye, it is only because this gem among Mexican market towns has hitherto been somewhat off the standard tourist circuit. (Oaxaca, by the way, is pronounced Wa-ha-ka.) Actually, Oaxaca is only 340 miles southeast of Mexico City, about ten hours driving time, and recommended, if only for its good hotels, as a first night's stopover on any trip down the newly opened final span of the Pan American highway to the Guatemalan border.

It is also only 90 minutes from Mexico City by air and overnight by train. And it is a choice city in several ways. It is high in a valley so cool you are advised to wear light woolens from November through February. It is rich in baroque Spanish Colonial architecture, and has its very own superb archaeological ruins near by. But if you like markets, its market is what you'll remember best about Oaxaca.

Although Saturday is full-dress market day, every day finds the crowded sidewalks spread with gay wares: the famous wool serapes made by the Mixtec and Zapotec Indians, delicate filigree earrings, hand-woven rebosas and fiber mats, and pottery, ollas and tableware usually with the characteristic black Oaxaca finish, enchanting animals, sometimes flower containers, sometimes piggy banks—and sometimes just animals.

Even if you don't buy, the Oaxaca market is something to see, and smell, and yes, even to taste. For when you get hungry, you'll find that Oaxaca's tamales are extra delicious because they're wrapped in banana leaves. The tacos are

usually crunchy, the cheeses strange but irresistible, and the coffee comes hot and in big, bottomless bowls.

Colonial Christmas

To many, Christmas is the choicest of all times to visit Williamsburg, Virginia. You will see its citizens voluntarily living out the traditions they have inherited along with their architecture, furnishings, and means of livelihood. You will savor completely the significance not only of Williamsburg but of Christmas as well. Observance starts a week before Christmas and lasts through January 6, Twelfth Night. Traditional cedar, pine, and holly garland proud old doorways, traditional lanthorns gleam in high cupolas, and singers with lighted lanterns carol up and down Duke of Gloucester Street.

On Christmas Eve you'll want to light your candle and join in the singing around the community Christmas tree in front of the St. George Tucker house where they placed Williamsburg's first Christmas tree, which, incidentally, was one of America's first.

You'll want to be on hand at the Yule Log ceremony to touch the log with your own sprig of holly for good luck, then toss it in the roaring fire. Christmas Day you will divide between an "open house" at the Raleigh Tavern, a holiday dinner at the Inn, a musical by candlelight at the Governor's Palace. And you will want to linger for the holiday finale, when, again traditionally, Williamsburg burns its Christmas trees in a huge bonfire on the green to the accompaniment of fireworks.

Make your reservations early, by writing now to the Reservation Office, Williamsburg Inn and Lodge, Williamsburg, Virginia. Rates are European Plan, from $10 double at the Inn, and from $5 to $10 double at the Lodge. Rooms are also available in several charming colonial taverns. Make inquiries about them.

Boo!

Since half the fun of ghosts is in the anticipation thereof, keep in mind that several of Britain's many historic and beautiful palaces on the tourist list also offer famous and, they do say reliable, ghosts. Hampton Court Palace, ten miles north of London on the Thames, for instance, has not one but three, all of them set in action in one way or another by Henry VIII.

In the Silver Stock Gallery, look for Jane Seymour, his third wife, most often seen carrying a lighted taper. In the southwest wing, whirring and moaning sounds indicate the old nurse of Jane's son Edward VI is again at her spinning wheel. And in the Haunted Gallery, keep a sharp eye out for Katherine Howard, Henry's fifth wife, who every so often again escapes from her room and is returned again, screaming, by the ubiquitous palace guards.

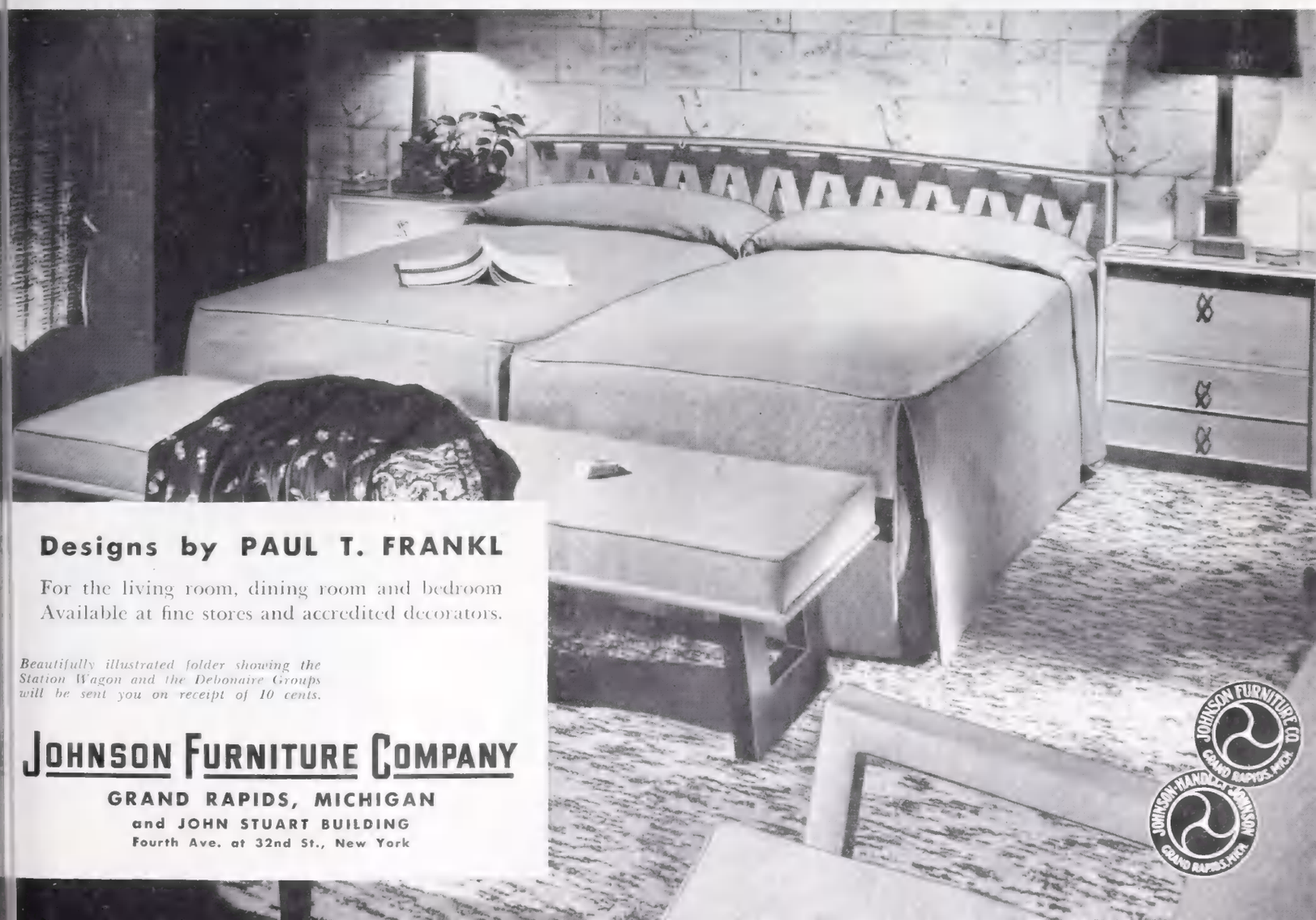
Bass

For the latest among Florida's many and various ways to fish, stop off at Delray Beach and look up Duke Gendreau. Duke, by means of a novel and unique airboat—an aluminum sled powered by an airplane motor, which slithers with equal ease over water and water-soaked grassland—has provided at last the perfect way to penetrate the vast solitudes of the Everglades. These mysterious, weirdly wonderful swamps actually start only a few miles inland from Delray, and are rife with unsuspicious, outsize bass. Standard fishing trips take a half day, at $10 per head, with special tackle and such available. Other airboat trips: a half hour's worth of Everglades sightseeing, 25 miles, $10 for three people; frog hunting after dark at $10 each; and, during the December season, unparalleled duck hunting. Delray Beach, by the way, lies between Miami and West Palm Beach on the east coast highway and is itself a pleasant resort community, distinguished by unusual dignity and peace.

Another Riviera

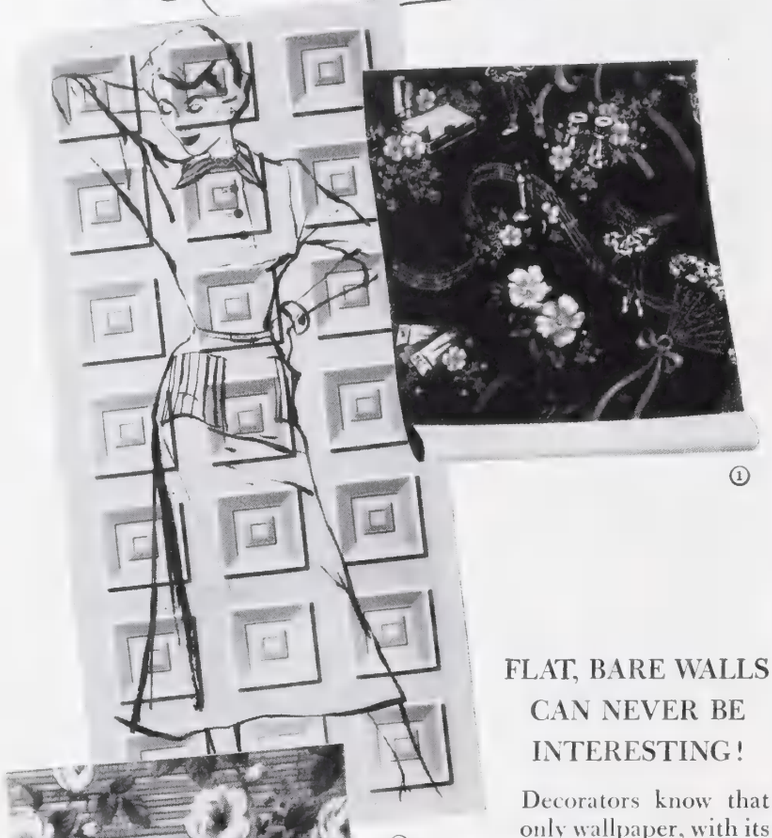
As Buenos Aires is called the Paris of South America, so Viña del Mar is likened to the French Riviera. This is a fashionable seaside resort five miles from Chile's principal port of Valparaiso, and 90 by train or auto from Santiago. To those for whom Viña del Mar's Municipal Casino, one of the world's largest, is her principal attraction, she is the South American Monte Carlo. Others, more impressed with the blaze of many flowers against a turquoise sea on the one hand and snow-capped mountains on the other, may make it Nice, or Cannes, or what have you. Understandably, Viña del Mar has a fine beach, great natural beauty, and enjoys a kind of patina that is better known as class.

(*Continued on page* 273)



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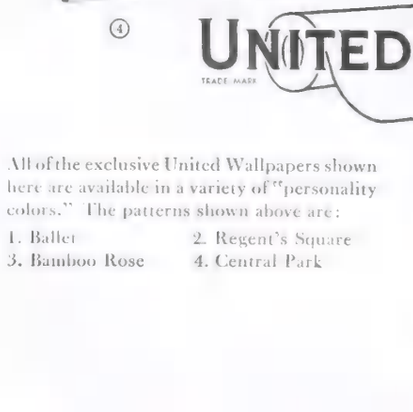


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2. Regent's Square
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Write for "Wallpaper in Today's Home." Tells how to make modern dramatic interiors and gives expert solutions for "problem rooms." Send 25¢ to United Wallpaper, Inc. Dept. HB11, Merchandise Mart, Chicago 54.

TAKE IT EASY, LADY!

CONTINUED FROM PAGE 263



A sundial is a pleasant thing in the garden, but now you'll want to bring one indoors, too. The Sun Dial we mean is the only control you have to set on the Temco automatic gas dryer. You set it at DRY for absolutely dry clothes; at DAMP, when you want them ironing dry, or at somewhere in between to suit your own prescription. Dryer holds 18 lbs. of wet wash, average load dries in from 30 to 45 minutes according to the degree of dryness wanted. Reversible lint trap permits venting either to outside of house, or inside.



Something new in buffets has come along. Palley Mfg. Co. who specialize in kitchen cabinets, have designed a good looking one to go in or near kitchen or dinette. Harmonizing with their cabinets, it has storage drawers for linen or silver, cupboard space for electric toasters and such, or for dishes. It is especially handy to use as a storage wall or divider between kitchen and dining areas. It is counter height, 36", for extra work space, and measures 42" long x 18" deep. Leg supports are of chromium, to match dinette furniture.



We're getting so dial conscious these days we'll soon think we have to turn one on in order to breathe! The latest is the Magic Dial on Hotpoint's new electric water heaters. Turn the dial to blue, or VACATION, to keep water at 120° while you're away, have a hot bath ready and waiting when you return; to yellow for AVERAGE, or 150°, the temperature needed for automatic washers and dishwashers; to red for EXTRA HOT, or 170°, when there are extra hot-water demands. Table height heaters, 30 and 40 gals.



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Enduring charm . . . stunning good looks . . . and graceful lines. These are the enviable qualities of every piece in this distinctive new Broadmoor Group.

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. . . five decorator colors . . . handsome gift packaging

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CHATHAM MFG. CO., ELKIN, N. C.

PERU IS FOR PLEASURE

CONTINUED FROM PAGE 234

eneral, the montaña's residential listrict is about as cozy as our 'lorida Everglades.

Just forget you ever heard about he montaña, unless, of course, you appen to be an explorer, hunter, ungle-lover, botanist, or a refugee rom the Bureau of Internal Revnue.

What you will like best about 'eru will be the coastal and sierra ones. The costal zone is the home f Lima, the capital city of some 00,000 inhabitants and as beautiil a metropolis as your eyes will ver feast upon.

T NEVER rains in Lima. Honestly! Never! And on $300 a ionth, you can live there like a coon with a minimum of four in ervice. From November through May, which is the Limeños' sumier (seasons are reversed once ou cross the equator), the temerature ranges from 60° to 85° F. For roughly six months, the eather in Lima is perfect. From ay through November, however, *neblina* or fog settles over the ty, and everyone who can leaves e place and moves south to Areiipa where you can rent a seven-om house furnished for about $40 month. Either that, or they move ick away from the ocean to such perb sun-drenched resorts as iosica and Los Angeles, both of hich are an hour's ride out of ma.

The capital city is located six iles from the Pacific, and its port called Callao. Now, in the Pafic, there runs along the Peruvian ast a current of water called the umboldt Current. It's just like r Gulf Stream except that our ılf Stream is warm, and the Humldt is cold, so cold in fact, that ien it meets up with the hot equarial winds, it causes a fog which ides the sun for weeks and months. That's why you should visit Lima ly during our winter months, om December through April you will find it infinitely more rewarding than, say, a month at Hialeah.

To begin with, it's a city of flowers, wide boulevards, beautiful homes, low prices, good food, excellent theaters, varied sports, and rich historical culture.

The people are well mannered and hospitable. No one looks upon you as a tourist—but as a welcome visitor—and unlike many places, there's no army of sharpies waiting to "take" you at every turn.

The monetary unit of Peru is the *sol*. All calculations are made in *soles*. For the past year, one U. S. dollar has been worth approximately 15 *soles*.

To give you some small idea of how far one U. S. dollar will carry you in Lima, which is the most expensive city in Peru (prices are 40 per cent cheaper in other cities), a taxi fare anywhere in the downtown district averages from seven to twelve cents. Rooms in the three best hotels in Lima, the Crillon, The Gran Bolivar, and the Country Club, can be had for as little as $3 a day. Dinner in a good restaurant will average less than $1.25, and you can rent beautiful homes in Magdalena and San Isidro, two of the most exclusive suburbs, for as little as $200 a month.

In addition, Lima boasts several excellent *pensions* where the student or artist can get a room, bath, and three meals per day for $60 a month and up.

As a matter of fact, the cost of living in Lima is so low compared to our inflated price set-up in the U. S. that thousands of Americans have moved down there to take advantage of the easier life.

There are approximately 4,000 Americans in Peru, and many of these are pensioned war veterans, artists, students, writers, and retired couples living on fixed incomes, and living a good deal better than they could in New York, Chicago, or Dallas.

(*Continued on next page*)

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 269

There are two luxury hotels, the w resort-type Miramar, perched a cliff high above the beach, and e older, more dignified O'Higns, named, in case you, too, are tonished, after Chile's George ashington. At both, the cuisine gourmet. For example, seafood prepared in the inimitable Cre- way, served with excellent Chilean wines. You can also dine at the Casino itself, or at the Gran Hotel Concon, which runs more toward native Chilean food, or at the various smaller resorts awaiting your discovery as you drive north up the dramatic coast. Many around-South America tours visit Santiago. If you can, make sure yours also includes Viña del Mar.

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Westmoreland Wedding Bowls are handmade in clear crystal, ruby-on-crystal and in plain or hand painted milk glass.



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Kensington Hostess Pieces are so artfully designed to blend graciousness with elegant simplicity that you probably will guess their prices much higher than they really are.

See the complete Kensington collection at your gift, jewelry, or department store, or write for name of nearest dealer.

Kensington
INCORPORATED
OF NEW KENSINGTON
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Flared 12¼" round Savoy Tray
now $5

Smart, 14-oz. Coldchester Tumblers
now 2.50 each

Stag or cockerel decorated Canape Plates
now 4.50 each

PERU IS FOR PLEASURE

CONTINUED FROM PRECEDING PAGE

Domestic help in Lima averages about $9 per domestic a month, which means that for $36 monthly, you can have four little Peruvians running around your home, doing all the cooking, cleaning, and child-tending.

There are no organized sight-seeing tours in Lima, no high-powered salesmen to disturb your vacation, and no high-pressure public relations men trying to herd you out of one hotel into another.

SIGHT-SEEING is done in a private car, and you can do as much or as little as you like. Taxi drivers, waiters, clerks, telephone operators, all of these are uncommonly civil and will go to great pains to understand your version of Spanish.

The American colony in Lima is also unusually hospitable. Stay in town a few days, and the next thing you know you're on the receiving end of a long list of invitations to cocktail parties. Fellow Americans take great pride in introducing you into the Lima social whirl and tipping you off as to local customs, bargains, and dressmakers.

Life in Lima, as in most Latin American countries, moves along at a slow and gracious pace. Shops and offices, for example, are open from 8:30 A.M. to 12:20 P.M., at which time during the warm weather, everything closes down for three hours, and the people go to the beach, golf course, country club, social club, or just settle down in the back-yard hammock for a siesta.

No one can possibly eat lunch in less than two hours, and no one tries. Around four o'clock business starts up again, and the stores stay open until seven. After that comes the cocktail hour which usually lasts a long while, too. Dinner in Lima is rarely served before nine or ten o'clock.

Once you orient yourself to the time schedule, its advantages become apparent immediately. You eat your food slowly, digesting it well instead of bolting it down. In Peru you need surprisingly little sodium bicarbonate. You read the *New York Times* from cover to cover during your siesta and stay abreast of the latest world developments since the paper's airmail

Many Youngsters Hunger for Sunshine...



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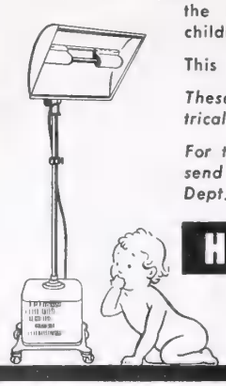
A few minutes bathing in the healthful ultraviolet rays of a Hanovia lamp will aid in strengthening the youthful body—will create physical fitness to resist common winter ailments.

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ition is flown down to Peru the me day it appears in New York. Hostesses like the time set-up cause they can entertain at lunch thout being rushed or can take nap in preparation for the social e that awaits at night.

Since domestic help in Peru is reasonable, many of the Ameri- n women currently living there end much of their time, sleeping, cializing, or shopping.

OST of the best shops in Lima are located in a section between Plaza San Martin and the Plaza Armas, called the Jiron Union. is street runs for five blocks, and ng its narrow thoroughfares one ds the finest silver, rugs, linen, ther, and native handicraft shops the country.

n general, most of the Peruvian ver—and there's plenty—is of vy Spanish colonial design, al- ugh one or two shops like the sa Crevani (Mercaderes No. 3) offer handwrought pieces ich are designed by Truman ley, an American who several rs ago organized a Manual Arts titute in Lima.

or our money, the best silver ps in Lima are: S.I.A.M., Jiron on No. 553 (also a branch at airport.) Piaget, La Merced No. 632, Old Cuzco, Union Jiron.

All of these stores have large selections of hollowware and flat- ware, but generally, the prices are approximately what you'd pay in the United States.

One of the best buys in Lima is the thick, soft alpaca wool rug. These are so reasonable that even with your payment of all shipping charges via the Grace Line, say from Lima to New York, a rug will cost you less than one-half of what you will pay for it in the States. You can get a beautiful fantastically thick 9′ x 12′ alpaca rug in Lima for as little as $125; shipping charges will average another $100.

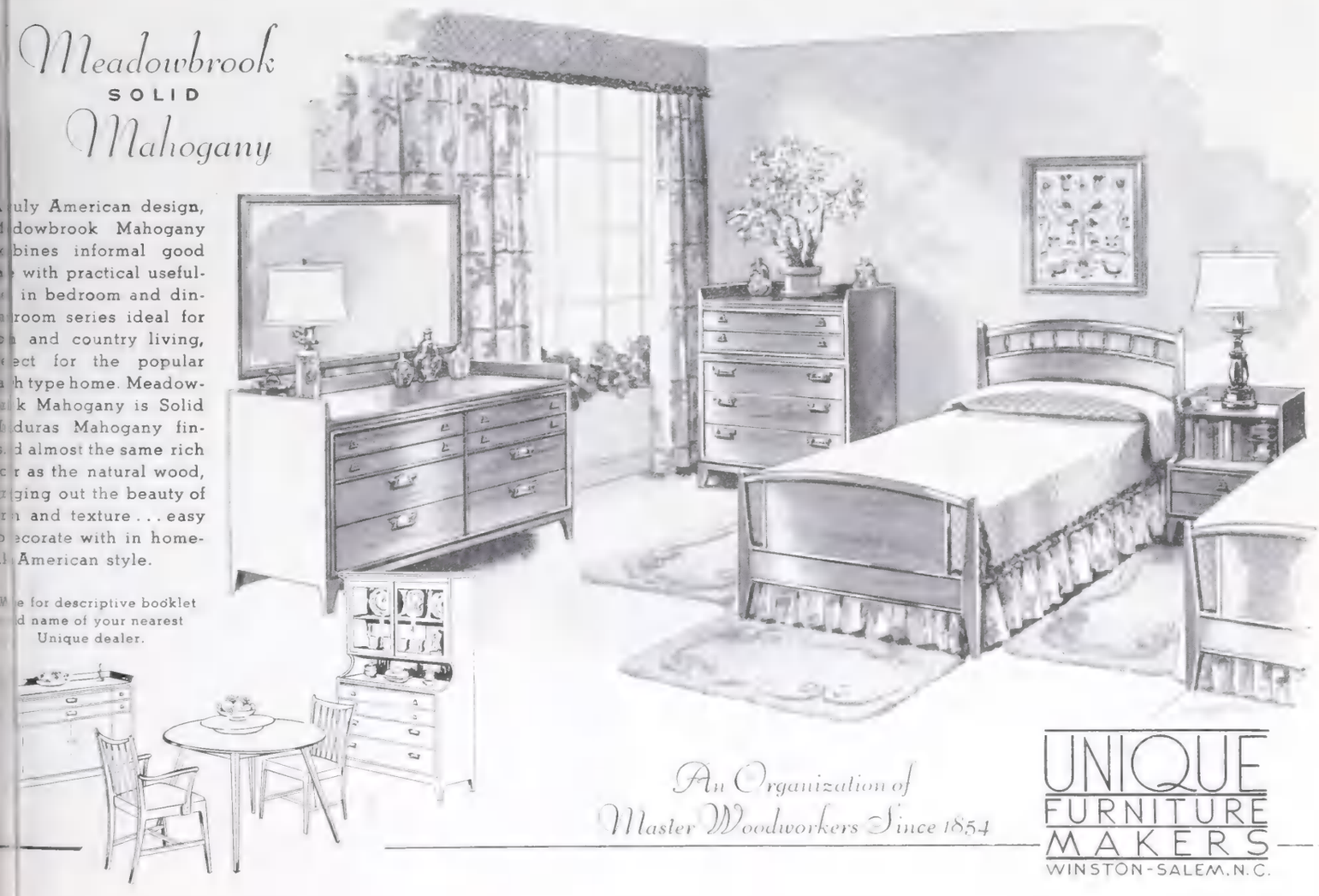
The following stores in Lima offer the best selection of rugs: Clisa, Jiron Lampa No. 865, Oeschle, Plaza de Armas, Casa del Indio, Jiron Union No. 855, Casa Salazar, Calle Boza No. 853-346.

Clisa is also one of the largest dealers in Peruvian linen which has recently become so popular with American decorators. The Casa del Indio and Casa Salazar feature such Indian handicrafts as woolen shirts, sweaters, mittens, fluffy alpaca bedroom slippers, and a flock of Peruvian antiques.

The fur salon of Peleteria Elite, Plateros San Augustin No. 129,

(*Continued on next page*)





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You'll find "Modernfold" doors easy on your purse. Maintenance is almost nothing (see pictures below). For full details, look under "doors" in your classified phone book for our installing distributor—or mail coupon today.

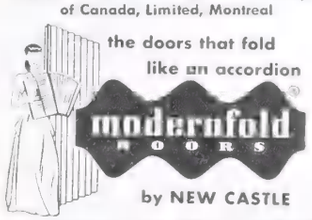


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PERU IS FOR PLEASURE

CONTINUED FROM PRECEDING PAGE

Jiron Ica, is one of several Lima stores that specializes in native pelts. One of the best leather goods establishments is owned by Pedro P. Diaz, Jiron Ucayali No. 118; he also has a shop out at the Limatambo Airport.

You are not going to fly or sail 3,000 miles to Peru merely because the country is jammed with bargains, not unless you're a buyer for Macy's, Gimbel's, or Marshall Field's. We realize that. You will, however, consider it as a possible vacation spot if the country's way of life appeals to you. A basic part of that way involves food.

TO BEGIN with, the water in Peru is untrustworthy. This is true of the water in most Latin-American countries, and one is much safer drinking bottled water *con* or *sin* gas (with or without carbonation). Once you get accustomed to ordering bottled water with every meal you're set.

Let's say, for example, that like most tourists you've spent a morning in downtown Lima shopping. Since the stores close down at 12:30, you've got to stop. At this point, a good meal is in order.

The best Peruvian dishes in town are served in the dining room of the Gran Hotel Maury on Jiron Carabaya. You don't have to live there, but you certainly must eat there. The food is the equal of any restaurant in the world. The manager of the Hotel, Antonio Bergna is one of those warm gentlemen of great charm who dotes on foreign visitors. Smile at him, and he will order you a gourmet's delight.

You start with a *pisco* sour, the national cocktail. A few of these and you're ready for the *chupe* or thick soup. You follow this with *corvina*, a tasty white fish cooked with tomatoes and onions, avocado stuffed with shrimp, a tenderloin steak with hot cheese sauce, a dessert of fresh fruit. The whole shebang may come to $1.50, drinks and all.

After lunch, you have your choice of relaxation. You can taxi out to the Country Club of Lima—they're extremely courteous about providing guest privileges—and you can swim, play tennis or golf, or just loll about. Or you can drive down to the beach and go surf bathing. Or better yet, you can just return to your room in the hotel or *pension* and go to sleep.

If you're a man, you won't find very much trouble in securing guest privileges at the National Club or the Phoenix Club, facing the Plaz San Martin; and here you ca while the afternoon away readin drinking, smoking, playing bi liards, or simply dozing with a cop of the *Miami Herald* or the *Londo Times* on your lap.

For some strange reason—"W have no desire to end up as th richest men in the graveyard," on Peruvian explained to me—no on in Peru, except possibly a fe Americans and Englishmen, has th slightest wish to make a millio dollars.

Close to 46 per cent of all Per vians are pure Indian, while 5 per cent are either whites or me tizos, with mixed blood of the whi and Indian races, and the remai ing 1 per cent are Negro an Oriental.

Perhaps this blood mixtu doesn't tend toward infusing th native populace with North Ame can drive, energy, and ambitio but, in a way, this makes for more pleasant existence since affords a greater peace of mind the average resident who sees sense in living every day as if were his last.

The philosophy of Benjam Franklin is a little out of place Peru. Ever since the Spaniards co quered the country and despoil it, the vast Indian population h borne the brunt of oppression an social injustice. Things are mu better today, but it's still the I dian who does most of the hea work in Peru and provides t country with its color.

Treated fairly, the Indian is kin courteous, moderately industriou and a passionate lover of his lan his llamas, and his family.

Over the centuries, he's had l land stolen, his labor exploited, l country's resources controlled foreign capital, mostly U. S. an British, and, under the circu stances, his lack of drive and a bition is understandable. It is th reluctance to push, fight, compe and drive a hard bargain whi gives the country its character.

PERUVIANS believe that time only for slaves and that inh pitality is an unforgivable sin. course, there are a few old pu Spanish families in Lima, descen ants of the exploiters and sell of cocaine to the smugglers, w refuse to socialize with the Ame can residents or visitors, but th are gradually dying out.

Hospitality in Lima is con

(*Continued on page* 284)

DON'T BE AFRAID OF YOUR OWN DINNER PARTIES

CONTINUED FROM PAGE 233

ears which cannot be routed by houghtful planning. Consider, for nstance, the phobia that meat and egetables may not be done at the ame time. Hostesses who succeed n having all parts of a meal turn ut in good time and at the peak f perfection are not really miracle omen but astute menu-planners. hey avoid meats that need last-inute cooking. They keep steaks nd chops, for example, *en famille*. imilarly, they reserve roasts for ie family, for these are conven-onal masters, demanding such at-ntions as basting and turning. o say nothing of expert carving hen the time comes to serve them rth. On the other hand, small its of meat, if braised and sautéed. in be done ahead of time, so they e excellent party fare.

WHEN you plan your vegetables, choose the untemperamental ies that don't demand stop-watch ooking or last-minute attentions om you. This automatically rules it asparagus, broccoli, Brussels routs, and cauliflower if you want serve a hot vegetable. These are particularly sensitive to overcooking, collapsing miserably with one split second's extra heat, losing their crispness, color and flavor. This shouldn't put them completely out of the running for party menus, however, for if you cook them ahead of time and serve them cold they can be delicious and decorative courses, and practically trouble-free, because they are out of your way before the guests arrive.

Don't be afraid that you are serving too little food. This kind of worry can lead you into serious problems because you will be tempted to add another and yet another course to your menu until you will have more bits and pieces to prepare and serve than your kitchen and service facilities can cope with. So simple a miscalculation as too many dishes for too few burners on the stove can lead to disaster.

If you have been schooled in the old-time tradition that it isn't a party unless the guests are overwhelmed by the quantity and variety of the food, you may find it

(*Continued on next page*)



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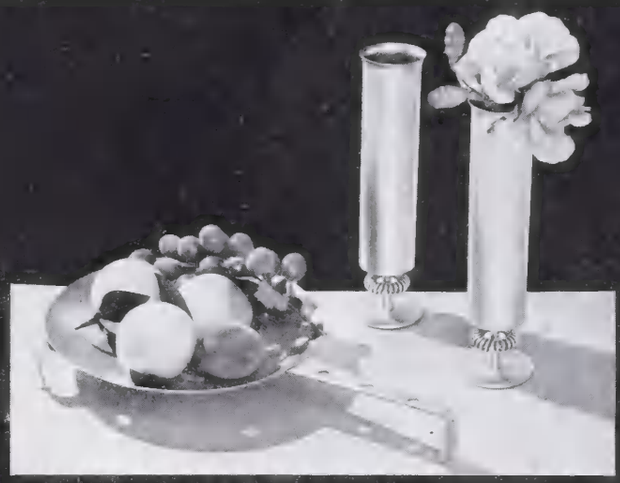
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simplifies dishwashing; speeds your getaway

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Mrs. H. Gouvernor Greene, Cedarhurst, Long Island, N.Y., sets a lovely table with dinnerware molded of MELMAC.

Mrs. Milton H. Rowley, Erie, Pa., finds MELMAC dinnerware's colorful charm welcome as its durability.

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Dinnerware molded of MELMAC is sold under the following brand names: BOONTONWARE, BROOKPARK, COLORFLYTE, DALLAS WARE, DEVINE WARE, LIFETIME WARE, MALLO-WARE, MAPLEX, MELADUR, NORTHERN AIR-WARE, RESTRAWARE, TEXAS WARE

DON'T BE AFRAID OF YOUR OWN DINNER PARTIES

CONTINUED FROM PRECEDING PAGE

hard to settle for simplicity. But you must remember that *that* philosophy of entertaining was born in the days when servants were plentiful and it was possible to keep the quality as high as the quantity. Today, unless you are an exception to the general rule, you must choose between quantity and quality and, of course, quality is your only choice. Once you accept this fact, forgetting the outmoded notions of another era, you have nothing to fear. You will recognize that a bowl of excellent peasant soup, a salad and a dessert of fruit can be the makings of a truly festive lunch or supper. And if the soup is dramatized in your grandmother's soup tureen, if the salad is crisp and tantalizing and served with dash in Chinese bowls or on maple plates, such a simple but perfect menu may even establish you as a history-making hostess.

Present your food with verve and eye-appeal—in unusual dishes, for instance, and in ways that play up the food's color and texture. But no matter what you serve it in, serve it with *authority*, as if its success were preordained. Once a dish is served forth, nothing you can say can make it taste better, but apologies can make it taste much worse. A hostess's fears are usually ill-founded, but even if something should go awry, why be prostrated simply because it happens in the presence of guests? After all, aren't these your friends, gathered in your home for anticipated fun and relaxation? Better laugh off the contretemps and relax with the company.

ONE of the best ways to conquer your fears as a hostess is to stop being cowed by the Usual Order of Things. There are certain components in a menu—appetizer, soup, entree, salad, dessert—but there is no reason why you must always serve all courses or serve them always in the same order. Use your menus like modern sectional furniture. Push the courses around. Combine them to fit a variety of needs. For a luncheon, for example, change the regular menu sequence and serve a vegetable as a first course. Try rice and peas masked in a cheese sauce, followed by hot or cold meat and a salad, ending with a dessert of *hot* apple sauce. No matter how it appears on the little menu lists you see in cookbooks and magazines, a luncheon or a dinner does not always have to end with a dessert. And why not try serving salad with cheese instead of after the meat? Or start a dinner with a first course of jellied shrimp, shaped in a mold and garnished with cucumbers and whole kernel corn and mayonnaise. There are countless ways of changing the all too usual order of things, and once you've got over the delusion that a menu is a sacrosanct, untouchable ritual, you won't be afraid to juggle courses imaginatively.

Apply that same imagination to the service of party meals, and you'll overcome the nagging notion that you can't entertain elegantly unless you're fortified with a staff of servants. A buffet is one way of leading your guests gently to the business of helping themselves, but it must be a well organized buffet, consisting of a few beautiful dishes easily manipulated with spoon and fork.

More satisfactory yet, in my opinion, is the tray meal which can move as smoothly as clockwork if each guest is provided with a completely and attractively set tray or tray table, and if the hostess herself serves the meal from a moving cart. In the absence of servants this is standard procedure in my house.

FOR all its simplicity, this kind of service can have great style if you set each tray as meticulously as you would a place at a dinner table, and if you serve the food from imaginative serving dishes. I give each tray its own tiny pepper and salt, sometimes a flower, and often its own candle, actually one of those stubby vigil lights in a glass. When the tray candles are lighted and the room's main light are out, the effect is stylish beyond words, besides giving the gathering an air of infectious festivity.

Just don't be afraid. You probably don't know your own capabilities as a hostess, but as a starter try the two typically unafraid menus on page 233. The recipes to help you bring them off follow.

Peasant Soup

4 cans Campbell's bean soup with bacon, or pea soup
4½ cans water
1 pound onions cut in small pieces
1 teaspoon salt
3 large carrots, medium grated
2 tablespoons minced parsley
1 can (12-ounce) frankfurters, thinly sliced
1 cup sherry

nd two cans of the water the soup. Add remaining to onions with salt. Cook (covered) for 15 minutes. into soup. Add carrots and furters. Salt and pepper to Heat through. The last five es give it the finishing touch he sherry. This type of soup d be served in bowls, prefer- handsome or unusual ones. raise it to the importance it in this short menu. There- ach helping must be gener- Grated Parmesan cheese or ed corn flakes may be used ppings. Onions and carrots be prepared the day before, ed in wax paper and kept in frigerator. Serves six.

Cauliflower Salad

oxes frozen cauliflower
rge head of lettuce
ercress, if desired
rd-cooked egg, chopped
up French dressing to taste
d or fresh dill to flavor

k cauliflower as directed. Tear the lettuce into pieces. the large cauliflower flower- n half. Mix the egg and dill he dressing. Pour over the ower, lettuce, and watercress, ss lightly together.

Compote of Figs

n of figs, 1 pound and 14 nces
kumquats (B. B. Raffetto), lved and seeded
lanched almonds, halved and vered
aping tablespoons of puréed ricot
p of sherry, brandy or rum

n the figs, saving the syrup ups). Place figs and kum- in low bowl. Keep in refrig- until time to serve. Mix apri- ée and syrup until smoothed r. Boil gently for ten min- irring occasionally. Add the ls. Chill. Before serving, pour uor over the fruit and cover e apricot sauce. The kum- nay be omitted and 2 table- of cooked orange peel to the sauce. These figs may ved hot or cold. Add an mall can of figs for 6 per- This is a useful dessert be- t can all be done ahead of nd it's fruit with a zest. cipe will serve four.

Puréed Apricots

nd dried apricots
s of water

the apricots in the water covered, for twenty min- until very soft. Watch it; s easily. Mash to a purée ncy. Pack in a jar and keep d in refrigerator. Use in canned fruit halves, such as peaches and pears. Mix into whipped cream. Spread between cake layers or add to fruit syrups as described above.

Chicken in the Pot

2 broiler chickens, 3 to 3½ pounds, cut in quarters
6 medium carrots, coarsely grated
1 teaspoon salt; pepper to taste
2 tablespoons flour smoothed into 4 tablespoons water
1 pound onions cut in small pieces
Chicken stock
2 teaspoons sugar
2 teaspoons lemon juice
1 teaspoon curry powder
1 pint sour cream

Make chicken stock by cooking the giblets and feet in 2 cups of water, covered, for ½ hour.

Rub chicken with salt and sprinkle with paprika. Heat 4 tablespoons of butter or Wesson oil in a Dutch oven (no household should be without one) and brown the chicken until lightly tinged all over, keeping the browned pieces warm while cooking the others. Add to the pot ½ cup of stock, the grated carrots, onions, salt, sugar, and 2 or 3 dashes of pepper. Lay the quartered chicken on top, cover and cook at a moderate pace, turning once, for ¾ of an hour (or until chicken is tender). Remove the chicken, keep it cosy and warm. Increase the heat under liquid until vegetables bubble. Stir in the smoothed flour, add curry, if used. Add the lemon juice. Bring to a boil. Lower the heat, add the sour cream, and stir until blended and heated. Replace the chicken on top and keep over low heat until ready to serve. Place the chicken in a casserole or deep platter. Surround with the sauce and minced parsley.

Celery and Bean Salad

1 pound of green string beans
2 small bunches of white celery or 1 large bunch of green Pascal celery
1 tablespoon snipped chives or 1 tablespoon snipped dill
1 chopped egg

Wash and cut off ends of the beans, leaving them whole. Scrape and cut celery in 3-inch lengths, ½-inch wide. Boil celery for ½ hour. Drain and chill. Cook beans until tender. Drain and chill.

Arrange an even amount of both celery and beans in 6 piles, like asparagus, on beds of shredded lettuce. Scatter chopped egg mixed with chives over each serving.

The beans and celery may be prepared in the morning or a day ahead and kept covered. The vegetables can be arranged on a platter and be all ready in the refrig-

(*Continued on page* 307)

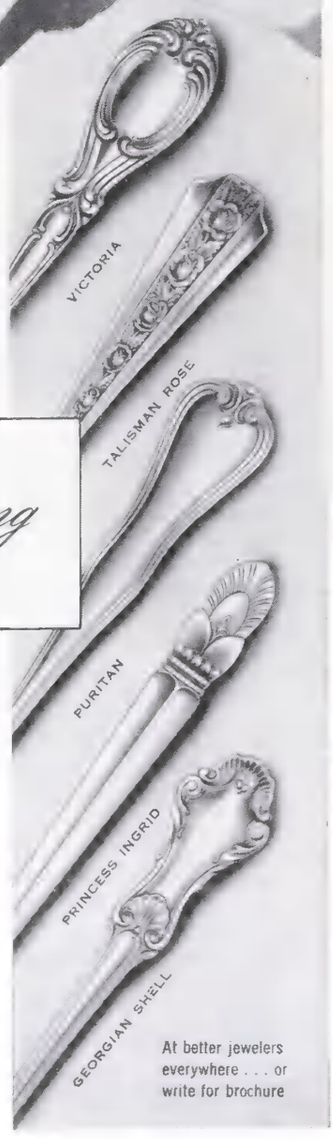


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Fix up your foyer

Your foyer presents a first impression of your house, so it should be more than just a dull passageway. Here's a good example to copy

WHEN he moved into his ground-floor studio, decorator James L G. Mitton was confronted with a real problem-foyer. It was oddly shaped, unusually narrow and dark. He started by re-doing the floor, using wallpaper in a green and white block design. (He made it practical to walk on with six coats of shellac.) He mirrored one wall of the alcove and installed a shelf console, nothing more than a decorative bracket with a shaped wood top. Again wallpaper came to the rescue. He covered the console top in a handsome green marbleized paper with a washable finish.

A display shop made the unusual swinging door. It is actually two scrollwork panels from a three-fold screen plus an extra small panel.

At the wide end of the foye Mr. Mitton hung a wallpaper mura in greens and coral on white. T supply much-needed light, he fitte plant boxes with concealed light ing and placed them on the floor With the addition of a small roun table and two good-looking chairs the alcove now serves as an honest to-goodness room. Mr. Mitton ha bitually keeps an arrangement o leaves or flowers on the consol table, adding to the "lived-in" at mosphere of his foyer.

Why not follow this exampl and let your imagination take over With so many interesting wall papers and floor coverings avail able it should be easy. Once yo begin, you'll have a lot of fu fixing up the foyer.

PHOTOGRAPHS BY BILL JACKSON



• To make this long, narrow, and dark foyer interesting, Mr. Mitton has used eye-deceiving tactics. Mirrored left wall makes the alcove seem twice as wide, block pattern of the wallpapered floor gives architectural spaciousness. Light shines through the scrollwork swinging door to welcome you as you enter. Note effective wall console.



• Shown reflected in the expanse of mirror is the opposite side of the alcove. Wallpaper mural makes the wall intriguing, and plant boxes on the floor cleverly conceal lighting. It's an "extra room"—a pleasant place for a game of chess or even a tea party for two.





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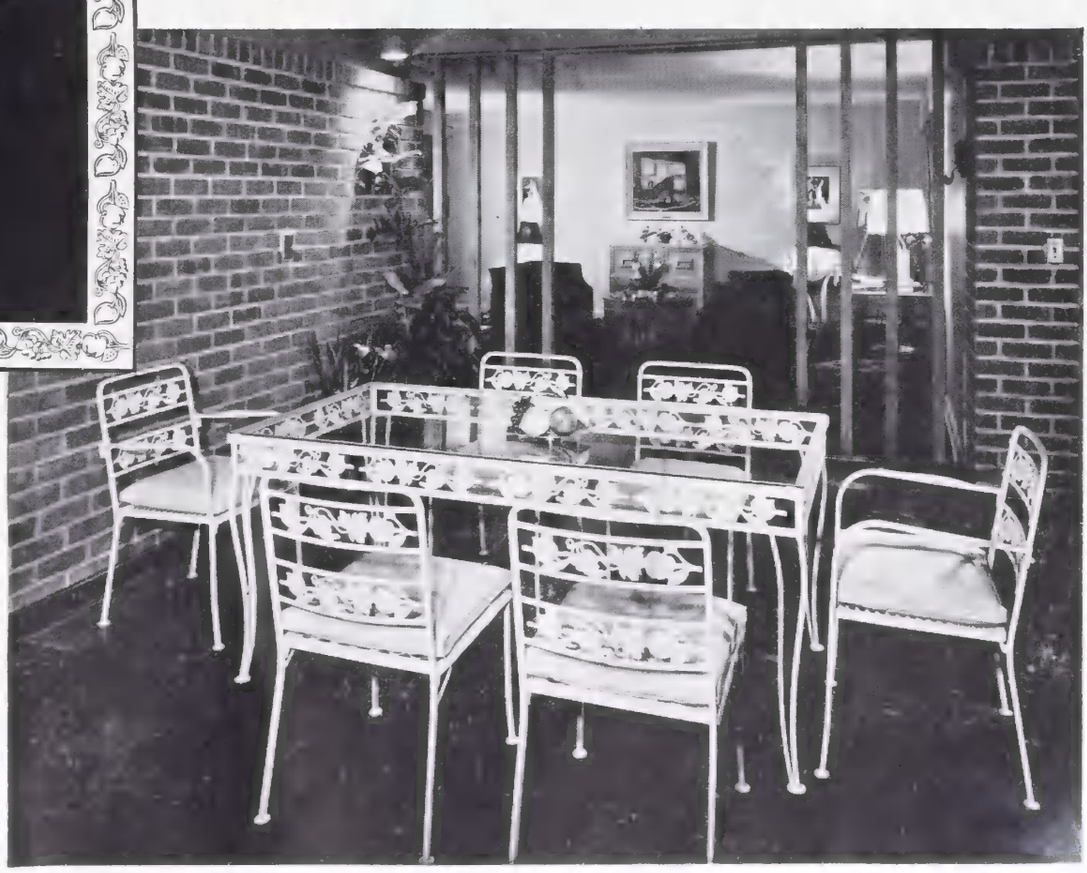
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House Beautiful's Decorating Advice Service

If you want expert advice on decorating or refurnishing your home, consult an expert—Elaine Neal

You haven't seen an announcement of our Decorating Advice Service for one whole year. That doesn't mean the Service has died an ignominious death! The fact is that we cannot publicize it regularly for the volume of mail becomes too heavy for Mrs. Neal to keep up with it.

This is not a service handled by a department or group of people. It is a truly personal service done by one person for one person. In other words, every room is visualized as a unit and seen through one pair of eyes. If a group of people handled the mail with one person doing color, for instance, and one fabrics, and one furniture placement, there could be no continuity, for each one would see things from a special angle—a different viewpoint.

Therefore, we ask you to be patient with us when the answers do not reach you within the three- or four-week limit. Mrs. Neal tries to get them out as promptly as possible, but at certain seasons—spring and fall—the mail piles up so that the time lapse can be quite long. And the only fair thing is to answer the letters in their turn.

Try to send in your plans and information well ahead of the date by which you wish to complete your rooms, and follow the directions on the opposite page carefully.

WHAT YOU DO

1. Send us a floor plan drawn to ¼"-inch scale, showing window and door placements, giving measurements and dimensions, ceiling height, and distances fireplaces or jogs extend from wall. Indicate the location of radiators, pipes, and electric outlets. Tell us the kind of windows you have, whether sash or casement, small or large panes, the distance of sills from the floor. Tell us in what direction the windows face.

2. List your favorite colors, and tell us which styles of decoration and furniture you prefer. Describe the furnishings you wish to keep and what you desire to buy new. Tell us whether your taste leans to wallpaper or paint.

3. Describe your location, whether city, suburban, or country. If there is a particular condition which must affect your choice of furnishings, please mention it. State your problems clearly in separate paragraphs. The more carefully you follow the instructions, the more helpful you will find the decorating advice you receive.



ELAINE NEAL
House Beautiful's Decorating Adviser

WHAT WE DO

1. We will send your floor plan back to you, showing your furniture arranged in a comfortable, balanced manner.

2. We will suggest color schemes and send color guide samples of wallpaper, paint colors, and fabrics. We cannot, however, guarantee fabric distribution in all regions, but our samples will serve as guides for your shopping.

3. We will suggest draperies, accessories, and the placement of pictures, mirrors, and lamps.

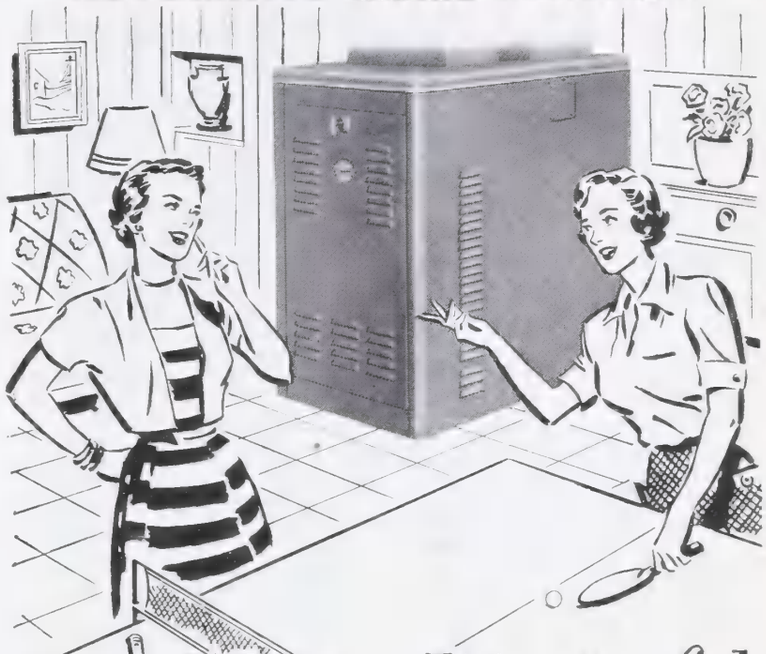
4. We will send you this information—four pages of it—clipped together in an orderly, easy-to-refer-to portfolio, 8" x 10". All samples will be pasted down neatly and securely on the pages so you won't mix them or lose them.

Write to Elaine Neal

Address her at HOUSE BEAUTIFUL, *572 Madison Avenue, New York 22, N.Y. Give all the important facts. Allow at least 3 weeks for reply. Remember to include fee of 85 per room. Make checks payable to* HOUSE BEAUTIFUL.

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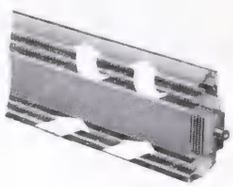
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HEATING SYSTEMS AND EQUIPMENT

PERU IS FOR PLEASURE

CONTINUED FROM PAGE 276

gious. Take Baron Von Schoeler, for example. The Baron is a collector of pre-Columbian art. Tell him you're interested in seeing his superb collection and without another word you're invited to his place for cocktails. These usually last from 7:30 until 10:00 P. M.

The Baron has the finest collection of *huachos* (religious ceremonial pottery) pre-Inca textiles, antique jewelry, and Indian headdresses in Lima. His acquisitions are all beautifully and intelligently mounted in anticipation of the time when he intends to give his art treasure over to a public trust.

On the evening we visited the Baron, he had as guests an artist, a retired telephone operator from A. T. & T., and a summer student from the University of San Marcos, the oldest university in the Americas, begun in 1151, nearly a century before John Harvard thought a college might be a good idea in Massachusetts. The Baron didn't know any of these people very well, but since they were interested in Peruvian culture, his apartment was open to them.

Because of Peru's long history, the country is figuratively loaded with culture. In Lima alone there are 67 churches, each with some architectural or historical distinction that merits a visit. There are also 102 motion picture houses, average admission 25 cents.

Most of Lima's old mansions are Andalusian and Moorish in architecture, having been built around patios. All of the new building, however, is modern in design.

The best example of the old-fashioned Moorish influence in design can be found in the Torre Tagle palace in Jiron Ucayali. Modern architecture is best represented in the home construction currently under way in San Isidro and Magdalena.

THE mode of naming streets in the old section of Lima is interesting and dates back to colonial times. Each street has its own name, and a series of contiguous ones makes up the *jiron* or district. The National City Bank of New York, for example, which floated a good many Peruvian bonds in the boom days of the 1920s, is located in the Jiron Carabaya, a good place to cash your travelers' checks.

A street with the name *Siete Pecados*, seven sins, was named thusly because seven Spanish beauties once lived on it. A street named *El Huevo*, the egg, got its name because a hen once laid a tremendously large egg there. *La Faltriquera del Diablo*, the devil's pocket, is a memorial to a Spanish nobleman who refused to confess his death bed sins until a passing friend gave him a shot of liquor. Then he left half of his money to the Church. When a monk heard of this, he said, "We've just snatched a soul from the devil's pocket."

EVERYWHERE you go in Lima, you find yourself holding hands with the past. The National Museum of Archaeology near the Plaza 2 de Mayo, houses more than 50,000 items, including such collections as the Larco Herrera, the Max Uhle, and priceless examples of the best in Inca and Pre-Inca cultures.

The Colonial Museum on the Plaza Bolivar houses relics of the Inquisition Tribunal and mementos from the earliest Spanish settlements.

The Museum of Anthropology also on Plaza Bolivar contains a collection of *quipus* or knotted cords which were employed by the Incas instead of a written language.

There are museums, gardens, libraries, schools, plazas, churches, and other cultural monuments scattered all over Lima, and for years now, hundreds of U. S. school teachers have spent their Sabbaticals in Peru, taking summer courses at the University of San Marcos in pre-Columbian, Spanish Colonial, and modern Peruvian civilization.

For the visitor who prefers entertainment to education, Lima offers bullfights every Sunday and holiday afternoon from December through February, horse-racing, greyhound racing, cockfights, tennis, soccer, golf, bathing, and polo.

There are also three or four night clubs and some excellent Chinese restaurants, the best of these, according to our taste buds, being Men Yut at No. 715 Ucayali and Ton-Pho at No. 774 Ucayali.

For afternoon tea, the Country Club and the lounge at the Gran Hotel Bolivar seemed best to use. The Hotel Crillon, an air-conditioned job, is the newest hotel in Lima, but the Gran Hotel Bolivar on Plaza San Martin is the focal point for most foreigners and also contains a bath with every room.

Good as the food is in the public eating places of Lima, it's even better in the private homes. The native cuisine is highly seasoned and contains such indigenous food

as tamales, *serviches*, a fresh fish seasoned with chili and raw onion; *chupe*, a fish stew consisting of egg, milk, shrimps, olive, green corn, and fried fish: *cau-cau*, tripe with potatoes, rice, chile, and parsley: and *ollucos con charque*, a stew of meat and ollucos, a potato peculiar to Peru: and *manjarblanco*, a pudding of milk, eggs, and sugar: *pan de dulce*, a cake prepared for Holy Week: and dozens of native fruits including avocados, mangoes, guava, quince, chirimoya, papaya, pineapples, dates, custard apples, and many varieties of citrus.

As for drinks, aguardiente, the native favorite, is made from distilled sugar-cane juice; *pisco* is a native brandy: and *chicha de jora*, a corn liquor, is very reasonable and, therefore, popular with the Indians.

BESIDES indulging yourself in native foods, you will find, after a few days in Lima that you adapt very quickly to the Limeño customs. You'll be pleased to learn that traffic violations are not handled individually, but are noted and recorded for twelve months. At the end of a year, you're sent your traffic bill. In the case of an automobile smash-up, the driver isn't held. His car is taken into custody. Since new cars are very hard to get, this is punishment indeed.

From time to time, Lima suffers from earthquake tremors but no more so than Southern California. In the mountains, however, the earthquakes are pretty severe.

There is, of course, much more to Peru than Lima, just as there is more to France than Paris. Twenty miles south of the city, for example, lies Pachacamac, believed to be one of the sacred towns of the pre-Inca state, and less than 15 miles in the opposite direction stand the ruins of Cajamarquilla, an ancient city built of adobe. The age-old graves are so shallow in both of these sites that contemporary tourists occasionally unearth a bit of pottery or bone dating from the Ninth Century.

Arequipa

Arequipa with 90.000 inhabitants, is the second largest city of Peru. It's situated at an altitude of 7.500 feet in the valley of the Rio Chil and is surrounded by three spectacular mountains. El Misti, a volcano, 19.162 feet high; Chachani, 20.000 feet; and Pichu-Pichu, 18.000 feet.

Arequipa is frequently called the White City because most of its

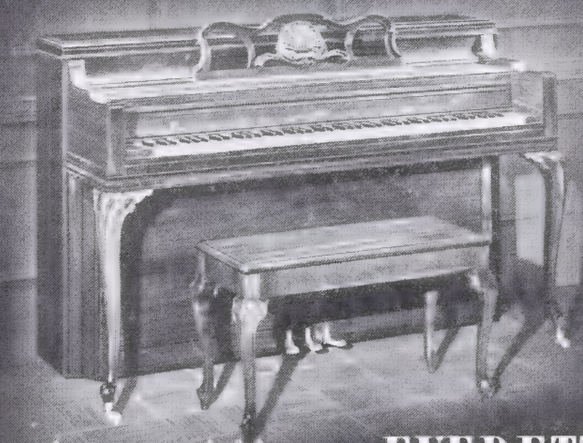
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Textures

FOR ROOM INTEREST

(a thumbnail sketch for successful decorating)



■ In a well planned room, textures and patterns are chosen for interest and contrast. The handsome Sieling Modern bedroom group shown here has unusual texture interest in the leather panels and satiny wood finish. It suggests a decorating scheme employing plain colors for large surfaces with texture interest dominating the plan. A rough, nubby material for draperies and spread would be a suitable complement to the furniture textures. With this scheme, patterns should be used sparingly, on smaller surfaces and objects. What a lovely bedroom . . . modern, restful, but with a distinctive appeal!

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PERU IS FOR PLEASURE

CONTINUED FROM PRECEDING PAGE

buildings are constructed of white volcanic rock.

For $100 a month, life in Arequipa can be very beautiful. The Hotel Arequipa, run by the tourist bureau, will look after you very nicely for $2 a day, while Tia Bates, a wonderful old American lady from upper New York, who runs a *pension*, can do even better than that. Aunty Bates first came to Arequipa more than forty years ago with her husband, an English mining engineer. When he died, she turned her home into a *pension* which for years has been world-famous.

In addition to its climate, Arequipa attracts visitors who want to live lavishly on very little money and who prefer genuine bargains in the purchase of leather goods, rugs, and textiles. The market in the Plaza de Armas is the site of most buying and selling.

If you stay in Peru any length of time, Arequipa should go on your must list. The prices are absolutely incredible. A first-class domestic costs $4.50 a month. That's just a sample.

Trujillo

Few travelers to Peru ever visit the northern coast, and this is a sad mistake. According to Peruvian veterans, the climate and scenery around Trujillo, fourth largest city in the country, is relatively unbeatable.

Trujillo is a day's motor trip from Lima and only a few hours by plane. It boasts approximately 45,000 persons and was founded by Francisco Pizarro who named it after his home town in Spain.

In addition to beautiful churches and impressive colonial residences, it offers one of the best bathing beaches in Peru, Las Delicias. The sand is white and the water is warm.

Three miles from Trujillo lie the ruins of the strange Pre-Inca city called Chan-Chan. In the early Fifteenth Century when the Incas were at the height of their power, they conquered Chan-Chan which was then the capital of the Chimu or Mochica kingdom. They found gigantic walls more than 50 feet high protecting the city, and, when they finally entered, they discovered that the grand Chimu had built a palace which contained more than 500 rooms, many of which were lined with gold leaf. In the sacred burial grounds, they found many ornaments made of gold. The metal meant relatively little to the Incas, but when Pizarro and his band of conquerors hit town, they removed more than $15,000,000 worth of treasure from the mounds. Because Peru's coast is a rainless desert for the most part, this ancient city existed for centuries long after all its people had died and the Spaniards had finished their plundering.

Also near Trujillo is Chiclin, an enormous sugar plantation owned by the Larco Herrera family, one of the wealthiest in Peru. The plantation is in reality a small city with hospital, cinema, school, railroad station, breeding ranch and a museum housing specimens which cover 2,500 years of history.

The museum is its greatest attraction, and archaeologists the world over have come to see its collection of mummies which are so wonderfully preserved that they refuse to deteriorate despite exposure to the elements. If you'd like to know how your ancestors lived 2,000 years ago, the Larco Herrera museum in Chiclin will give you surprising indications.

Cuzco and Machu-Picchu

Of all the cities in Peru, Cuzco holds the greatest interest for tourists—and rightly so. Because of the magnificent stone remains dating from the time when it was the capital of the Inca Empire, Cuzco is known as the archaeological center of South America. Literally right on top of the solid Inca stonework are the lavish colonial buildings built by the Spanish conquerors who acquired great wealth and lived lavishly there. If this is no reason enough for traveling 300 miles into the Andes, the contemporary city of Cuzco is equally fascinating because of the Quechua Indians who live in and around the city and who are so little touched by modern influences. In addition, the scenery in this part of the Andes is breathtakingly beautiful.

The trip to Cuzco can be made slowly but spectacularly by the Southern Railway through Arequipa and into the Sierra by way of Puno. This mode of traveling is exciting but rigorous. The train passes along some of the highest and most memorable railroad track in the world, and en route you can breathe only with the aid of oxygen. But in all fairness it's the kind of trip you're glad you've made but wouldn't want to repeat. By comparison the entrance into Cuzco by plane is easy, pleasant, and a very thrilling sight.

From the air Cuzco looks like one solid roof of henna tile rimmed by a bowl of green hills. On

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ground, however, it is a maze of narrow, cobbled streets, numerous plazas, and historical landmarks. Cuzco was also the scene of a severe earthquake earlier this year which damaged many of the famous old structures.

VISITORS in Cuzco live in the modern three-story government-owned-and-operated Hotel de Turismo, but their days are spent sightseeing among the ruins of a remote and tantalizing past.

On the hills overlooking the city are the remains of the Inca fortress Sacsahuaman, and amphitheatre, and Inca baths which still function. All of these structures were built of such gigantic stones (some weighing 20 tons) that present-day archaeologists are baffled as to how the Indians possibly moved and fitted them together so tightly.

Inside the city are many examples of Inca stonework which the Spanish conquerors incorporated into their own buildings. The most conspicuous example is the Temple of the Sun.

While staying in Cuzco it is worth while to hire a car and visit the neighboring towns in the Urabamba valley. Pisac, the nearest village, is best seen on Sunday because of its colorful church procession and its Sunday market. Calca, a larger town, also has a Sunday market in which it's fun to bargain with the Indians for woolens, pottery, and knitted goods. Farther along the valley is the drowsy town of Ollantaytambo, which was once a fortress outpost protecting Cuzco from the enemy invaders. Remains of the fortress may be seen on the hillside above the town.

But the culmination of the trip to Cuzco is the visit to Machu-Picchu. According to archaeologists, this wonderfully preserved city of white stone was the final retreat for the Inca nobility who wanted to hide from the conquerors. The Spaniards never found the city and it remained hidden until 1911 when professor Hiram Bingham of Yale University found it by chance.

The fabulous city is still relatively inaccessible. As a rule, tourists make the trip in one day and it involves getting up at a chilly predawn and traveling 30 miles in a bus on rails. The last hour of the trip is up a steep mountain trail by burro. Even those who make the trip in chilling rain agree that it's worth any discomfort.

All of Cuzco is so intriguing and so unlike any other sight that the temptation is to visit every

(*Continued on next page*)

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PERU IS FOR PLEASURE

CONTINUED FROM PRECEDING PAGE

stone and mud hut in the city. Herein lies the danger of the trip. Cuzco is located at an altitude of 11,500 feet. Breathing is difficult. Exertion the first day almost always ends in *siroche* or mountain sickness.

If you suffer any heart trouble or anemia, Cuzco is definitely dangerous. If you don't, rest and acclimate yourself at least 24 hours before you attempt the rough and unforgettable trip to Machu-Picchu.

Travel preparations

If you're going to South America, the first thing you need is a passport. The primary requisite for a U. S. passport is a birth certificate, two passport photographs, and a $9 money order payable to the Secretary of State, Washington, D. C.

It will take you anywhere from two weeks to a month to obtain your passport. Once you get it, you must apply for a visa at the Peruvian Consulate. There is one in New York, Los Angeles, and several other large cities. Your travel agent or the Braniff Airlines can get you a visa pretty quickly.

In order to get the visa, you need a vaccination certificate from your physician and a letter stating that you are in good physical and mental health. It is also wise to be immunized by your physician for typhoid, cholera, and yellow fever. The U. S. Public Health service will immunize you against yellow fever and also supply you with an International Health Card listing the dates of all your inoculations.

Also, get a letter from your local police chief stating that you have no criminal record and a letter from your bank explaining that you have sufficient financial means to prevent your becoming a public charge.

With these documents, your tickets, travelers' checks, and a half-dozen extra passport photographs just in case you should want to visit other countries, you're ready to leave.

All airlines permit you 66 pounds of luggage, but ships make no such weight restrictions. If you travel light, 66 pounds are more than enough. It's a good idea to take along one empty bag, this to be filled with your foreign purchases.

For Peru in general and Lima in particular, you will need lightweight clothes, the kind and type you might take to Los Angeles. In the late afternoon, the Limeños place considerable emphasis o dressing fashionably. If you're g ing to a cocktail party or meetin someone for tea at the Bolivar, yo won't want to come in a "littl cotton." Dark sheers and tailore silk dresses are more the thin Strictly formal outfits, howeve aren't necessary.

For the trip to Cuzco in th Andes you need warm, winte clothes—heavy sweaters, flann pajamas, heavy-duty walking shoe and a pair of slacks or levis if yo plan to make the trip via burro t Machu-Picchu.

Peru may be reached fro the U. S. by air via Braniff Ai lines or Pan American Grac Airways. Fares start from aroun $350 one way, although freque air excursions result in low prices. The Grace Line also h steamers leaving from Los Angel and New York. Rates start at $4(and $445 one way, respectivel Ships of the Gulf & S. A. Steamshi Company depart from New Orlea at $335 one way. All these pric were true a few months ago, b may have changed since then.

Our travel preference was wi Braniff Airlines, largely becau they had the only DC-6 in oper tion to Peru at the time we took t trip.

However you go, you may re assured that in time and vacati money you've made a rich and r warding investment.

Bibliography for reading about Peru

Carleton Beals—*Fire on t Andes.*

Hiram Bingham—*Lost City the Incas.*

Ivan Bullot—*Air Guide to Lat America.*

Sydney Clark—*All the Best South America* (West Coast).

David Dodge—*Crazy Gla pecker.*

E. P. Hanson (editor)—*N World Guides to the Latin Ame can Republics,* Vol. II.

Sir Clements R. Markham *History of Peru.*

Philip Ainsworth Means—*A cient Civilizations of the Andes.*

Ricardo Palma—*Knights of t Cape.*

Wm. H. Prescott—*History of t Conquest of Peru.*

Frances Toor—*Three Worlds Peru.*

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When you want to express appreciation for a lovely evening, a happy week end, or perhaps a business favor, give a breath-taking bouquet of Colorado Carnations. These exquisite flowers make gratitude real and tangible—echo your "Thank You" with their beauty through each hour and every day. The next time you want to say "Thank You," "Congratulations," or "Good Luck," say it with Colorado Carnations, because...



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HOFFMAN FURNITURE CORP., Souderton, Pa.
THE KRAMER CORP., Indianapolis, Ind.
NORTHWEST CHAIR CO., Tacoma, Wash.

*T.-M. REG. U. S. PAT. OFF.

NATURALISM IS THE CORE OF THE EMERGING AMERICAN STYLE

CONTINUED FROM PAGE 203

ature colors and textures as well performance mark the furnishgs shown on pages 197 to 203 ith the stamp of the American yle.

Dining Room

urniture: Lazy Susan cherry table ith Micarta top and General lectric heating unit, three tier rving cart with cork-covered elves, and revolving chairs, all esigned by Edward Wormley, unbar Furniture Manufacturing o., Berne, Indiana. Terrace furnire designed by Van Keppelreen. Daystrom-Balboa, Fullern, Calif.

abrics: Chair upholstery "Pi-on Eggs" and jacquard drapery abric "Pigeons," hand-woven by enning Watterston exclusively for unbar Furniture Manufacturing o., Berne, Ind.

ooring: Asphalt tile, Congoleumairn, Inc., Kearny, N. J.

anging Light: Lightolier, Inc., rsey City, N. J.

alls: U. S. Plywood Corp., N. Y. C.

eiling: "Leatherwall", U. S. Plyood Corp., New York, N. Y.

lass: "Thermopane" insulated ndow wall, Libby-Owens-Ford lass Co., Toledo, Ohio.

Accessories: Gilt Eagle in bas relief, courtesy of American Folk Art Gallery, Fenimore House, New York State Historical Association, Cooperstown, N. Y. Brass bowl on cart, America House, New York, N. Y. Zebra wood plate by Bob Stocksdale.

Buffet

Furniture: Walnut buffet with Micarta work surface: two matching side units on rollers with General Electric hot plates and storage in each for three folding tables; cherry "Cricket" chairs with laminated seats, and leather chair, all designed by Edward Wormley, Dunbar Furniture Manufacturing Co., Berne, Indiana.

Floor Covering: American Provincial rug, A. & M. Karagheusian, Inc., N. Y. C.

Tableware: Heirloom's "Lasting Spring" sterling flatware, Oneida, Ltd., Oneida, N. Y. Hollow ware, R. Wallace & Sons Mfg. Co., Wallingford, Conn. American Handmade Russel Wright glassware, Imperial Glass Corp., Bellaire, Ohio. Linens, America House, N. Y. C. White "Campo" California

(*Continued on page* 294)



●Here high style teams with practicality to give the most vulnerable part of a chair a durable surface of leather. Seat and back are in texture. Designed by Edward Wormley for Dunbar Furniture Mfg. Co.

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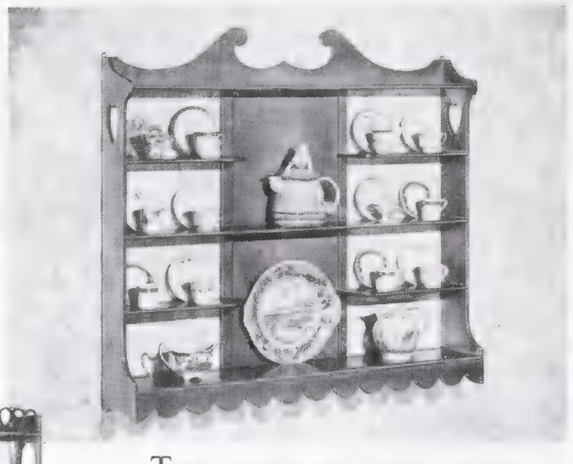
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PHOTOGRAPHED AT CANNELL AND CHAFFIN BY MAYNARD PARKER



• Tree fragments, exposed to the elements, take on a rich patina. Knowing which of your finds to bring home is an art. This is from Helen Snyder and Emily Nelson, who call their finds "Elements Sculpture."

NATURALISM

CONTINUED FROM PAGE 192

It is also the reason why our indigenous American architecture, spearheaded by Sullivan and Wright, is based on the principles of structure which underlie all natural forms.

Nature is the very core of our emerging American Modern architectural style. When principles of structure are taken from nature (rather than from tradition or convention, or from the forms of earlier buildings or from the forms of machines), it is use which determines the architectural form. In such organic architecture, the criterion of beauty is the subordination of the parts to the whole and the consistency and harmony of the whole. In architecture, founded on natural principles of organization, use and beauty will be the same. Just as in nature, everything is useful and everything is beautiful. Nothing is put in just for effect.

This is the underlying character of our emerging American architecture style: infinite variety, the means beautifully adapted to the ends, buildings whose aim is to work, rather than to serve as impressive symbols, like the grandeur of the church or the power of the state. Out of such organically sound workability comes beauty to feed the emotions.

So our American Modern architecture is not limited to a fixed style. Instead, there is beginning to be a variety of forms, just as there is in nature. Too many people think that a modern house must have just one form. The real fact is that an American Modern house is a house designed to fit a modern situation. The essence of our time is that, for almost the first time in history, we have the right to be different. This makes possible many ways to live. This again corresponds to the infinite variety of nature, in which we find many kinds of animals, many kinds of rocks, many kinds of trees.

As a result of following these principles, the design of each good building is a unique response to a

nique situation—a situation made
p by the qualities of the site, the
imate, the money at hand, the
rpose for which the building is
be used, the needs and desires
the people for whom it is to be
uilt and the ability of the man
ho designs it. Just the opposite of
is is the belief that a house is a
andardized product like Ivory
ap. Like Ivory soap, the stand-
dized house is made up from a
rmula. It is made to fit an ide-
ogy, not a people. Like Pro-
ustes' bed, it cannot be changed.
the occupant doesn't fit, he must
trimmed to size.

UR preference for the materials
of nature goes logically with our
ve of natural colors. Take wood,
r example. In the new interiors
see plain wood surfaces which
pend for their interest on the
ain, color and texture of the wood
elf. These surfaces are not em-
llished by carving, molding or
lays. Attention is not called to
e way in which the wood is
rked, either by making a pat-
n of it, or by drawing attention
tool marks. Finishing, too, is
ne to enhance the natural qual-
es of the material, instead of
scuring them as we used to do.

In the case of California redwood, which has become so popular a building material, no interior finish is needed, even for protection. A quick going-over with sandpaper or steel wool, and the surface is new again even after 40 years.

In any case, whatever we do to materials, or leave undone, is motivated by the desire to let the natural quality of them speak for itself.

The influence of our new attitudes toward orientation is evident. Obviously a breath-taking panorama on one side of the room (the sight of a rainbow forming, or the light fading softer and softer after the sunset, the view of a pond reflecting autumn's gold, red, yellows, and browns, or a winter world, white to the horizon) alters how you design the rest of the room. Such vistas as these provide pretty stiff competition for anything put on the other three walls.

But the truth is that even without glass walls and picture windows, we do not have to depend on wall decoration to get interest into a room. In earlier times, wall decoration was much more important than it is now, for the simple reason that furniture, as we use it, hardly existed at all. People did

(*Continued on page* 295)

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...serve Cresta Blanca's magnificent California Champagne, fragrant, medium dry, delicious. There's gay enchantment in each sparkling glass. Naturally fermented in the bottle, it's unsurpassed in clarity, flavor and bouquet. Is it any wonder experts judge it one of the world's great champagnes? Discriminating hosts agree, serve it proudly. Enjoy it soon, delight your guests.

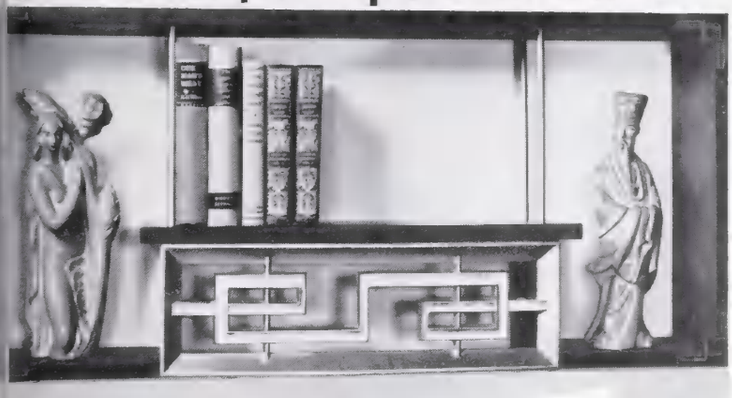


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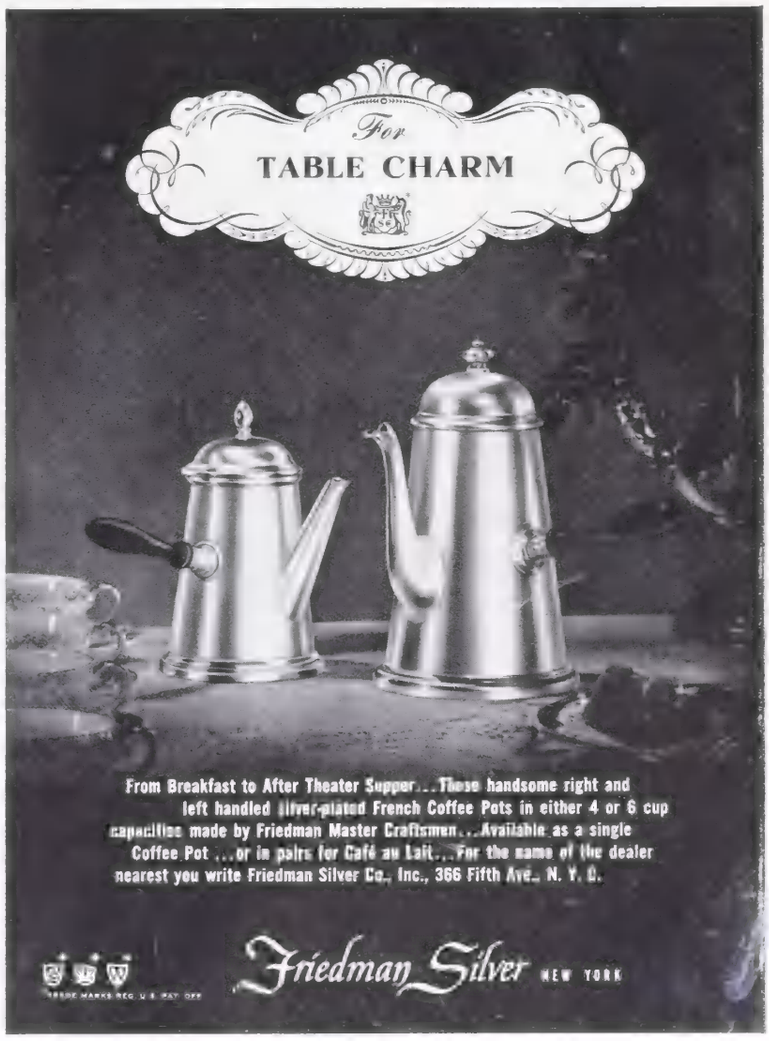
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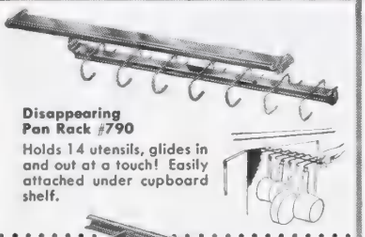
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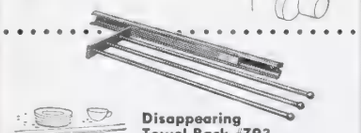
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NATURALISM, CORE OF THE AMERICAN STYLE

CONTINUED FROM PAGE 291

porcelain plates, cups and saucers, Mayhew Shop, New York, N. Y.

Accessories: Leather-handled stainless steel knife, *coeur de crême* baskets, Jugtown Pottery candlestick, and pine tray with crocks and spreaders, Soupcon, New York, N. Y. Copper-bound ice bucket and stainless steel cocktail shaker, Lewis & Conger, New York, N. Y. Copper cooking ware, Bellows & Co., New York, N. Y. Hurricane lamp, Tommi Parzinger, New York, N. Y. Silver pitcher and cocktail shaker designed by Porter Blanchard, Heath pottery, Stocksdale wooden plates and salad bowl, sauce dish with handle designed by Edwin Scheier, all from America House, New York, N. Y.

Art: "The Residence of David Twining" by Edward Hicks, courtesy of Museum of Modern Art, New York, N. Y.

Spindle-back Settee

Furniture: "Windsor" settee, "Long John" coffee table with stainless steel top, tilt-top cherry table, and upholstered chair, all designed by Edward Wormley, Dunbar Furniture Manufacturing Co., Berne, Indiana.

Fabrics: U. S. Rubber's Koylon foam rubber pad covered in textured fabric, hand-woven by Henning Watterston exclusively for Dunbar. Hand-woven silk on small pillows, Thaibok Fabrics, Inc., New York, N. Y.

Floor Covering: "Kencork", David E. Kennedy, Brooklyn, N. Y.

Mugs: Putney Pottery beer mugs, Georg Jensen, New York, N. Y.

Chaise

Furniture: Solid cherry and laminated maple chaise, and cube tables of Finnish birch burl designed by Edward Wormley, Dunbar Furniture Mfg. Co., N. Y. C.

Fabrics: U. S. Rubber's Koylon foam rubber upholstered in silk tweed by Henning Watterston, F. Schumacher & Co., New York, N. Y. Taffeta on pillow, Scalamandré Silks Inc., New York, N. Y.

Floor Covering: Hooked rug by Mrs. Lottie T. Abbott, America House, New York, N. Y.



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Screen: Designed by Emile Norman, America House, New York.

Wooden Pitcher: Courtesy of New York State Historical Association, Cooperstown, N. Y.

Sofas and Cork-Top Table

Furniture: Two armless sofas, adjustable cork-top table, open armchair, and corner table designed by Edward Wormley, Dunbar Furniture Manufacturing Co., Berne, Indiana.

Fabric: 100% plastic filament yarn on open armchair designed by Marianne Strengel and made by Jud Williams exclusively for Dunbar. Sofa upholstery, "Pigeon Eggs" hand-woven by Henning Watterston, exclusively for Dunbar.

Floor Covering: "Repartee" rug, designed by Edward Wormley, Alexander Smith & Sons Carpet Co., Yonkers, N. Y.

Accessories: Pair of paintings, courtesy of Chicago Institute of Fine Arts. Pottery cheese strainer, courtesy of New York State Historical Association, Cooperstown, N. Y. Baskets on table, Mary Ryan, Chicago, Ill.

Auto Seat Chairs

Furniture: Walnut and birch armless chairs, three-legged cherry stand, and cube table of Finnish birch burl, all designed by Edward Wormley, Dunbar Furniture Manufacturing Co., Berne, Ind.

Fabric: U. S. Rubber's Koylon foam rubber covered in plaid texture, hand-woven by Henning Watterston exclusively for Dunbar. "Picnic" hand-screened Belgian linen used for draperies was executed by J. Morley Fletcher exclusively for Dunbar.

Flooring: "Kencork," David E. Kennedy, Brooklyn, N. Y.

Lamp: Designed by Edward Wormley, Lightolier, Inc., Jersey City, N. J.

Leather-arm Chair

Furniture: Open leather-arm chair and circular table designed by Edward Wormley, Dunbar Furniture Mfg. Co., Berne, Indiana.

Pouch: Wooden powder pouch courtesy of American Folk Art Gallery, Fenimore House, New York State Historical Association, Cooperstown, N. Y.

(*Continued on page* 307)

NATURALISM

CONTINUED FROM PAGE 293

PHOTOGRAPH BY WILLIAM HOWLAND



As our lives become crowded with standardized machine-made possessions, our eyes find relief in the immense variability of natural objects, no two alike. That's why a pearl shell seems like a handsome plate.

not have as many things to amuse hem as we do now, so they were nore interested in pattern on their walls and floors. The richness of our lives today makes us content with plain, natural surfaces.

The present popularity of nature n decoration and architecture is leeper than the use of nature olors and natural materials. 'or it is accompanied by a swing o the use of realistic form in de- ign, and the use of natural objects hemselves as decoration. The first vidence of this was a sudden em- hasis on big, bold house plants, sed almost architecturally. When laster, chrome, glass, white walls nd abstract decoration became the ashion in the 1930s, the majority f people craved something to re- eve the effect. Where it would ave been unthinkable to introduce floral print, it was allowable to ring in a tree. But since not every- ne has the green thumb, people on thought of something else. till-life arrangements of stones, ark, roots, and branches were ubstituted for plants. Like plants, nese too brought the richness and ariety of natural form and texture nto the room. So was started a ew fashion—to use bold, dramatic, ature forms against simple, mod- rn backgrounds. Each brings out ne best in the other and each gains y being seen with the other.

Along with the insistence on na- ure materials, there is another emand which bears signs of the ame popular origin. It is our grow- ng preference for the house in hich natural behavior is possible —that is, a house which permits us to live in harmony with our real natures, our real needs and desires. For most people, this means informality, comfort, lack of pretense, outdoor living and the enjoyment of natural beauty.

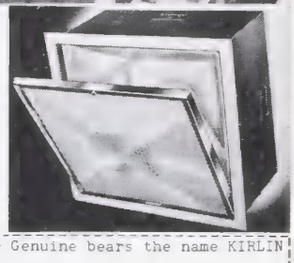
There are several reasons for the development of our American attitude toward nature which plays such an important part in our present tastes. The first is due to the American physical environment for the last 300 years. In the new continent men came into contact with a nature which did not bear the imprint of man, as did nature in Europe. Examples of art, such as painting, sculpture and architecture hardly existed, so people got their ideas of beauty from nature itself. The very virginal character of our geography helped shape our attitudes.

The second reason comes from our social and political inheritance. Even such things as our likes and dislikes in decoration, our ideals of behavior, are the result of Rousseau's philosophical attitude toward the natural world which flourished about 200 years ago, and which, during the formative years of our young republic, was very much in vogue. Rousseau idealized the natural man, whose courage, honor, and independence were the result of his inherent qualities, not of his position in society. We still hold to this idea of the "natural gentleman." Such naturalistic theories about nature molded our national attitudes and shaped our tastes.

(*Continued on next page*)



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PHOTOGRAPHED AT CANNELL AND CHAFFIN BY MAYNARD PARKER



• A really exceptional natural object, filled with movement and grace, is worthy of the same glamour treatment as a piece of fine art. Here is one found by Helen Snyder and Emily Nelson in the High Sierras.

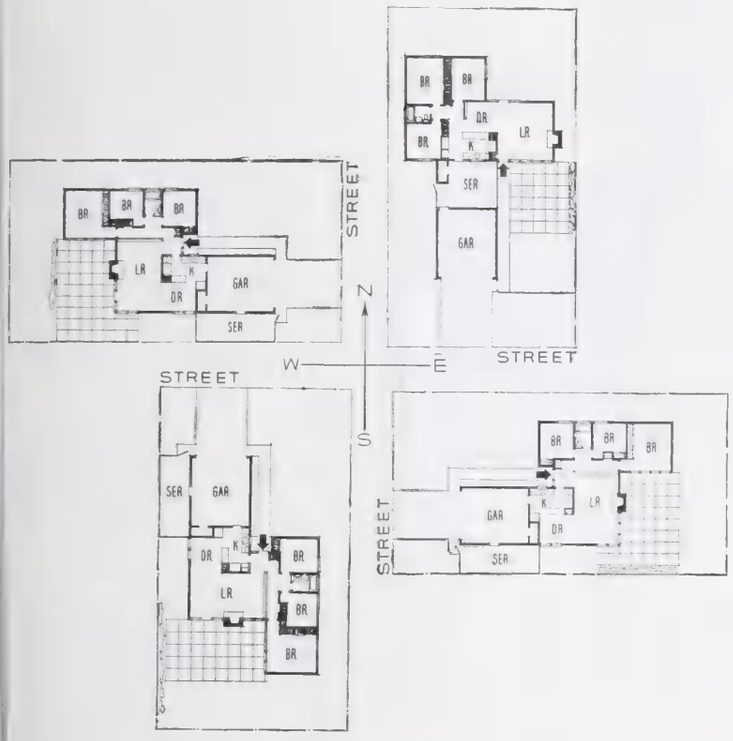
Still a third reason has, during later years, brought us to our present tastes. Americans, often looked down upon as being completely standardized, are actually the most individualized human beings in the history of man. A philosophy of life which insisted on the importance of the individual resulted in releasing man's powers which, in turn, produced an economy of abundance which has permitted us to indulge in further individualization. Consequently, as individuals, we are all looking for ways and means by which to proclaim our individual distinctness from others. This causes us to desire The Unique Object, the ownership of which will enhance our individuality and hence our worth in our own eyes and those of others. Since natural objects are, inevitably, one-of-a-kind, they fill the bill equally as well as "old master" paintings or custom clothes or automobiles. Ownership of natural objects, such as a beautiful piece of driftwood (like the one above), which cannot be duplicated, confers on us the distinction which we as individuals crave.

The fourth reason springs out of a kind of social snobbishness. Mos of us now do our work indoors i urban conditions, instead of i rural conditions. Formerly, most o us worked outdoors, and it was mark of social status and of th privileged to be able to stay in doors. The "nut brown maid" go her tan as the result of milkin cows and farm work. So the mar of a lady was a peaches-and-crea complexion. Nowadays, the counte part of the farm worker is the in door worker in office and factory So now it is the lady who acquire the tan. A tan has come to be th mark of wealth and social positio Because it is a symbol of leisur Tan is synonymous with an ou door life—very much a desirabl wanted mark of social status.

STILL another reason for ou growing love of nature lies in i unavailability for most of us. A contact with nature becomes hard to get (as our society becomes mo urbanized), nature becomes mo valuable in our eyes. Thus have w come to prize the indoor-outdo architecture formula and natur colored furnishings.

Making a little go a long way

CONTINUED FROM PAGE 213



■ Although it fits best on a north-front lot (bottom, left), this little house may also be adapted to an east-front (top, left) or west-front (bottom, right) lot. However, for a south-front lot, the architects have developed a variant (top, right) with different plan but same area and rooms.

'HEN you are trying to save money on a house, it is the licious selection of materials, not iscriminate skimping, that brings isfaction in the long run. Here the furnishings provided by bert M. Kasper, San Francisco, l the construction materials cified by architects Anshen and en for the house shown on pages -215.

ing Room: Sofa designed by ward Wormley, Dunbar Furnie Manufacturing Co., Berne, iana. Armless chairs designed George Nelson, Herman Miller niture Co., Zeeland, Michigan. np table, Van Keppel-Green, erly Hills, Calif. Round coffee le designed by Bruno Mathsn, Karl Mathsson, Inc., Varnamo, eden. Accessories from the Pac Shop at Robert M. Kasper, n Francisco, Calif.

ing Room: Table and chairs igned by Edward Wormley the Dunbar Furniture Manuuring Company, Berne, Indiana.

Bedroom: Chests and night tables, Knoll Associates, New York, N. Y. Bed designed by Alvar Aalto. Artek-Finland, Inc., Finland. Mirror and armless chair, Robert M. Kasper, San Francisco, Calif.

Kitchen: Refrigerator, range and washing machine, Hotpoint, Inc., Chicago, Illinois.

Patio: Card table and string chairs, Van Keppel-Green, Beverly Hills, Calif. Chaise designed by Bruno Mathsson, Karl Mathsson, Inc., Varnamo, Sweden. Rattan chairs are Danish imports.

Construction Materials

Foundations: 4″ concrete slab on 6″ rock pad.

Structure: Wood frame construction with Redwood siding outside, redwood plywood inside.

Roofing: 3-ply tar and white gravel.

(*Continued on next page*)

"Plays from the socks up"

writes Thomas Mann about Artur Rubinstein



"Last winter I sat next to a teen-age youngster who was obviously hearing his first piano recital—one by Artur Rubinstein. 'Boy!' he said in the intermission, 'does he play from the socks up!' And I have a pretty firm conviction that this highly sophisticated man-of-the-old-world would be pleased to hear the kid's verdict. For whether it's Beethoven, Chopin or Villa-Lobos, Rubinstein plays with the complete gusto of a man whose work is his greatest joy."—*Thomas Mann.*

Have you heard Artur Rubinstein play
Grieg: Concerto in A Minor
Tchaikovsky: Concerto No. 1 in B-Flat Minor
Rachmaninoff: Concerto No. 2 in C Minor

We have put together in a little book, titled "Words and Music," photographs of the world's greatest artists, together with word sketches by 36 famous authors. If you would like a copy, write RCA Victor, Record Dept. 208, Camden, N. J.

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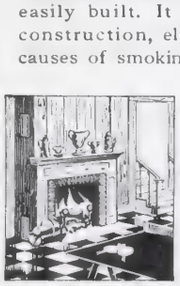


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MAKING A LITTLE GO A LONG WAY

CONTINUED FROM PRECEDING PAGE

Wall surfaces: Cabot's stain on redwood siding and plywood, Samuel Cabot, Inc., Boston, Mass.

Windows and Screens: Soule Steel Co., San Francisco, Calif.

Glass: Translucent glass between living-room and bedroom passage, Mississippi Glass Company, New York, N. Y.

Hardware: Schlage Lock Co., San Francisco, California.

Paints: The Sherwin-Williams Co., Cleveland, Ohio.

Finish Flooring: Asphalt tile throughout house, Armstrong Cork Co., Lancaster, Pa.

Plumbing Fixtures: Briggs Manufacturing Co., Detroit, Michigan.

Safety Controls: Bell & Gossett, Morton Grove, Illinois.

Insulation: Celotex Corp., Chicago, Illinois.

Heat Generator: Smith-Burkay #109, A. O. Smith Corp., New York, N. Y.

THESE THINGS I LOVE ABOUT THE UPSTAIRS IN THE MORNING

by Marjorie Holmes

THE quiet that comes after a family's departure. A patina of silence, holding within itself the ghost of stilled motion, echoed shouts and singing.

A little boy's tumbled bed, the covers twisted and trailing the floor from the night's abandoned sleeping. Cached beneath his pillow, his treasures—a stick of gum, a comic book, a toy revolver . . . Holding his crumpled pajamas against your breast for a foolish tender moment before smoothing them and laying them in the drawer.

Sunlight lying like a banner along the shining hallway . . . Your toddler trying to pluck the dancing dust elves from the air.

A bathroom, still damply sweet with the mingled scents of living—toothpaste and soap and shaving lotion, cigarette smoke and damp towels and discarded clothes. You brightly flowered shower curtai flung rakishly over the bar. Th silvery trickle of a faucet. Tha shaggy blue rug you made, you self. The odd delight in setting ou fat new cakes of soap.

The pert snap of throw rug shaken from an upper porch. Th intimacy with sky and trees. Watch ing a housewifey little bird settin her nest to rights, even as yo and I.

Your growing daughter's bed room, where her dancing slippe lie sidewise, as if the music and th caperings still linger in their toe The demure look of her skirte vanity—like an old-fashioned c quette, holding a little fan of sna shots to her eyes. Her ruffled cu tains, bridal in the sun. Her close crowded with sweaters and skirt and skates, and tennis racquet and sturdy shoes. Her first lipstic in a dresser drawer beside h paper dolls. Her locked diary on dresser, hugging its secrets close

Shaking a dust mop from a wi dow, and calling to a friend.

The heart-tugging baby smell the nursery, making you sniff the blankets and little shirts ar kicked-off socks . . . Changing th essential cage, the crib, making up with a bunny spread, a foolis fussy pillow, a rag doll . . . Th X-legged bath table with its appea ing array of powders and oils a squatty glass jars. Well-worn pi ture books in a tipsy pile . . . Yo baby tagging after as you tidy a clean, dragging his lop-eared, or armed teddy bear.

The cozy yet spacious look your own room, striped with ba of shadow. The chipper clatteri music as you raise the Veneti blinds . . . Your husband's bed its wrestled covers looking con cally like your son's. His pajam across a chair: the bright rack his ties . . . And between the be that harbinger of shared conte the night table with its radio, books, and a small white clo humming its endless tune of time

Heart of the household, th room, crux of its very being. Oh, alone is reason enough to love t upstairs in the morning!

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It's Worth MENTIONING

by Julie Polshek



his Necchi DeLuxe sewing machine has much to crow about. it you'll find top honors go to "built-in attachments," to coin phrase. With a flick of the levers the right, the machine yields 90 nds of stitches that enable you to ake buttonholes, sew on buttons, w zig-zag, darn, do embroidery monograming. Its straight sewg performance is equally noteorthy. $248, Necchi Co., 164 W. th St., New York, N. Y.



If furniture has a mere inch of leeway, you can glide Snooper's long, mop-encased aluminum arm way under without even bending. It also reaches under beds, around table legs and into wee lanes like no other mop. The feather-weight aluminum structure is so perfectly balanced it seems to glide on its own. Unmatched for speed, too. Slide-on 18" mop head is washable. $3.89; extra head, $1.49, Dayton Co., Minneapolis, Minn.

When this Kruissink gun rack arrived, our abysmal ignorance the subject sent us scurrying ter expert advice. Our consulnts lauded it. The vertical bins d price ticket got a special nod. s graceful lines, the beauty and ft of the solid maple and fine aftsmanship, even a greenhorn uld appreciate. The 4-gun rack ngs or stands. Walnut, mahogy, or light-maple finish. $9.95, udson's, Detroit, Mich.



OTOGRAPHS BY FRED LERNER



We've never seen the equal of these Kastner Twin Air Cushions for stairways. Every detail of the buoyant sponge-rubber underlays—the shaped nose, tapered ends, design of tread area—is conceived to give stair carpeting a glove-fit and long wear. They pay for themselves many times over. 9" x 24" or 10¼" x 24" (for 27" runners) $2.95. Available for end-to-end carpeting. Twin Air Cushion, 409 S. Chapel, Louisville, Ky.

(*Continued on next page*)



Yours for a lifetime of beauty,
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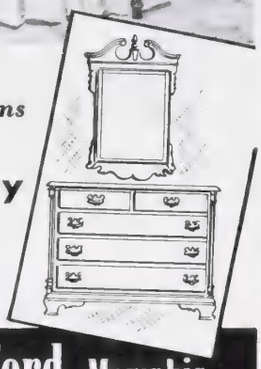
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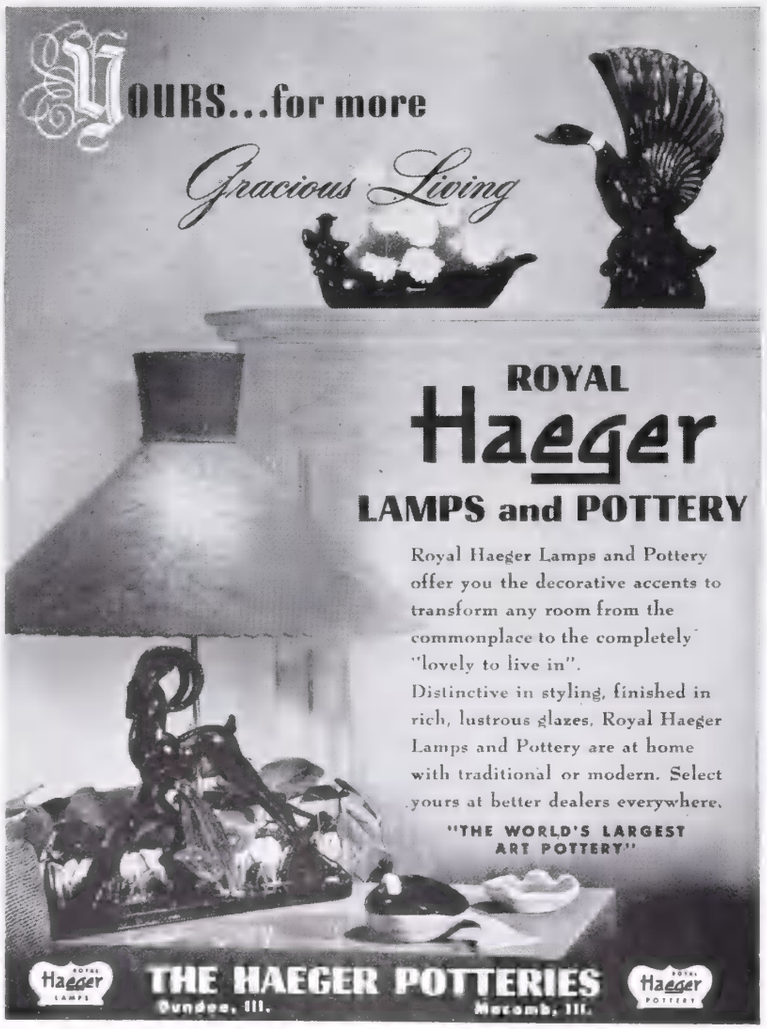
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IT'S WORTH MENTIONING

CONTINUED FROM PRECEDING PAGE



Pop-o-Mat's large glass windows give everyone a ringside seat for its performance. Watching the snowy flurry of popping kernels bounce out of the kettle and into the serving drawer is as much fun as eating the fluffy, full-blown tidbits the proficient machine yields. Every kernel emerges completely popped. The kettle comes off its hot plate for easy cleaning. Polished chrome. AC-DC. $14.95. Bar Mart, 62 W. 45th St., New York, N. Y.

You no longer need to settle for spread papers to prevent the overhang of long pieces from sweeping the floor. Task-Ett solves the problem to a "T". Notice its wide receiving balcony, how the aluminum frame curves in to give you leg room. The table's brace goes through a slot in the plastic-film cot so it can't shift. Task-Ett weighs a mere pound, folds flat for storage. 54″ long. $4.79. Ett-Barr Co., Box 401, Pasadena, Calif.

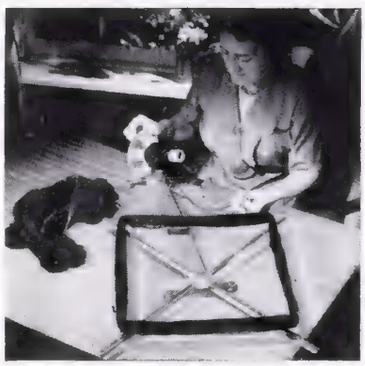




This Lam Lite-Table is so perfect for television, you'd think it was meant just for that. Fact is, it was designed to serve conversation groups. An indoor campfire, so to speak. It's perfect, too, as an end table or night light. The parchment-like aproned top is fibre-glass-reinforced plastic, rugged and strong as all-get-out. With 14″ or 15½″ birch or walnut legs, $12.95; brass (14″ only), $14.95. Bloomingdale's, New York, N. Y.

Self-renewing, all-purpose sandpaper! This cellular, synthetic-mineral block amounts to just that. Sand-No-Mor sheds its abrasive surface, eraser-fashion, as it dulls all during use. What's more, it adjusts its abrasive bite to the need at hand, and leaves the surface smooth and unscarred. It's a wonder to remove rust or caked grease from metal, to feather plaster edges. 4 for $1.40. Carter Co., Box 1924, Columbus, Ohio.





The speed with which this rotating Bell Professional Yarn Winder polishes off a skein is no small feat. But we were even more impressed by the unstretched, airy ball it yields; crisscrossed just like bought ones for proper unreeling slack. Peg-in fingers adjust yarn holder to any size or weight of skein. The metal winder weighs only two pounds, suctions to any flat area. $2.98. Artisan Galleries, Fort Dodge, Iowa.

(Continued on next page)



This new organic solvent dissolves varnish, shellac, wax or plastic coatings within a few minutes after you pour it on the surface. A brief swish with steel wool loosens it, a cloth or squeegee removes it. What's more, Wilsolve doesn't raise the grain and needs no after-rinse. You can refinish the stripped floor or furniture without further ado. It can be used on linoleum, too. ½ gal., $2.39. 1-gal. $3.95. Carson's, Chicago, Illinois.

our sewing machine, paired with Mrs. Reilly's Rapid Rug Maker, rforms some wondrous feats. he team turns out looped or shag gs, tufted bedspreads, borders r draperies or slipcovers, edging, elting. It's easy as a-b-c, and fast. erely set the wound metal fork the fabric, stitch through the nter and withdraw the fork for winding. It handles yarn, string, ipping. $1, Robot Co., 1905 Pafic Highway, San Diego, Calif.





Bold Plaid, this new member of Kleinert's Fleecenap family, is a knockout. Smart and sleek as all-get-out. The suede-like rubber looks and hangs like heavy fabric. The air-brushing used to apply the plaid creates scintillating shadings that give it unusual beauty. Tone-on-tone green, blue, maize; blue on peach, gray on oyster, wine on gray or rose. Tub curtain, $6.50; window curtains, $6.50 a pr. Gimbel's, New York, N. Y.

he way these Norwegian Vipp rollers raise a heavy sofa or air off the floor and glide it onended where-you-will is sheer gic. On arrival, the pair of bber-wheeled legs set the furnie down and disappear. A slight of the furniture lowers and thdraws them. Sturdy metal de- screws to sides of furniture me. In 2 adjustable sizes: for niture with 2½"-0" legs, 4½"- Page & Biddle, Haverford, Pa.





Pyrex ovenware comes to the table looking mighty pert in these good-looking willow baskets. They're handmade (in Madiera) and have that special charm that expert handcrafting gives. During their recesses from casserole duty, they serve nobly for bread, rolls, or cocktail snacks. Natural, red, or green. 1, 2, or 3-qt. casserole with basket, $3.20, $4.20, $5.20; 15 oz. (no cover), $1.50. Epicure's Mart, 133 E. Putnam, Greenwich, Conn.

(*Continued on page* 304)

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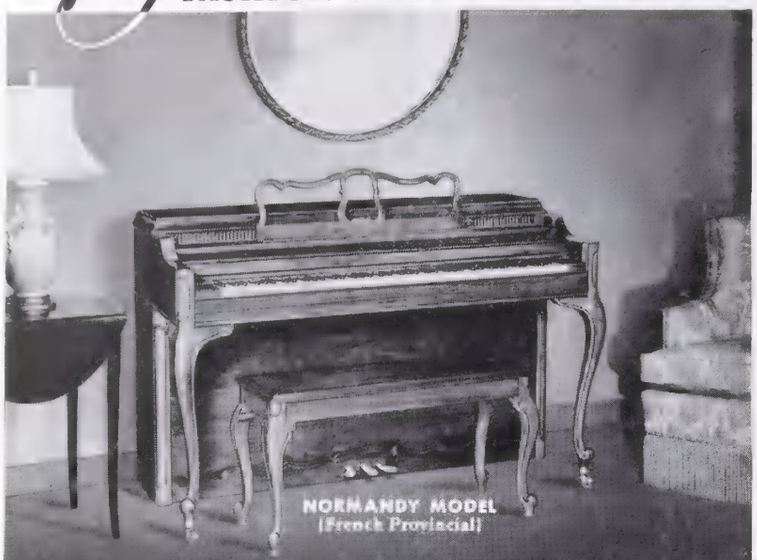
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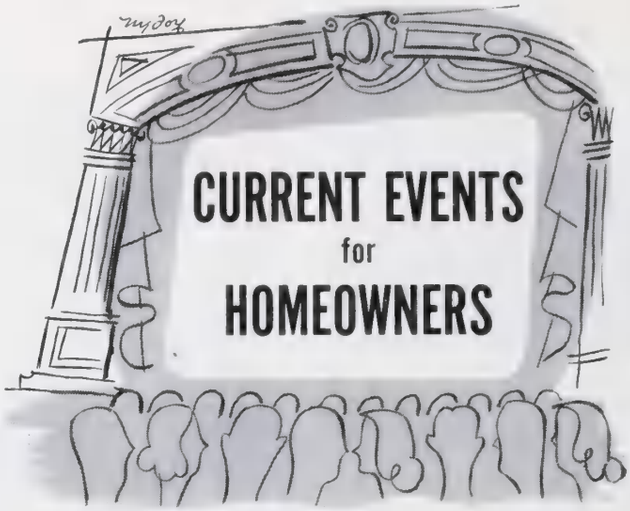


Late Georgian Desk



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Window with a college education: The International Safety Window looks and works just like an ordinary double-hung wood window; its two sashes slide fully up and down. But there's also an extra trick—each sash can also *tilt* inward. Thus you can safely clean the outside from the inside, and no fiddling with screens or storm sash. You can have no-draft, rain-free ventilation as you wish—or 100% window opening for utmost air on a steaming night. The window can be open without danger of the baby falling out.

The double action is simple enough: Each sash is hinged at the bottom corners to metal slides, which move up and down in the stainless steel tracks of the window frame. Spring-backed, the tracks hold each sash open or closed—without pulleys, cords, weights, balances.

Ready-to-install package includes weather stripping and all parts, with-or-without muntin bars. Price is comparable to other high-quality wood windows. Screens and storm sash are extra. International Safety Window Corp., 121-27 30th St., Brooklyn 32, New York.

Flexible door. Air can pass through the woven basswood strips of the Ra-Tox Flexible Door and circulate in your closet. The vertical wood strips are woven with tough twine and fold accordion-like to either side of the door frame. Can also be used for Pullman-type kitchens and room dividers. Doo is suspended from a traverse trac which can be installed in abou 20 minutes. Package of door, track and hardware in size 3′ x 6′ 8″ cost about $15.75. Available in natura finish or eleven colors (standar lacquer enamel). Hough Shad Corp., Janesville, Wisconsin.

Matched tools. You can buy a se of Stanley Screw Drivers i matched sets just as you bu golf clubs. Each set contains fou different size drivers. There ar three sets of different weights—on with hardwood handles—the othe two with tough plastic shatterproo handles. The blades are forge from alloy steel, hardened an tempered. A good gift suggestio for a handy man on your Chris mas list. Prices range from $2.0 to $2.50 per set. Stanley has othe matched sets of tools in its lin Stanley Tools, New Britain, Con

Pre-stained red cedar. An exterio siding called Texterior is obtai able in knotty red cedar, striate in a vertical pattern and pr stained. All you have to do is blin nail it to the structure, step bac and admire. Manufacturer claim the finish will last three or fou years and can then be renewe with a brushcoat of Olympic Stai It has been tested under all type of weather conditions and is sai not to warp, crack, or peel. Th pre-stained surface is protecte with Toxal, a seal which resis



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Clear, flashing water!

eping pool water clean is a problem en algae (minute water plants) de- op. But you can eliminate these un- ntly growths *easily* with EXALGAE, a rvelous new liquid by the makers of MUC. A small amount of EXALGAE ckly clears away all algae and pre- nts further growth. Will not stain pool shes . . . harmless to skin and eyes. Get *complete* information on the eco- mical upkeep of your pool. Send 10¢ cover handling) for "Swimming Pool ndbook." Address the Inertol office rest you. Ramuc—Exalgae, Reg. Trademarks

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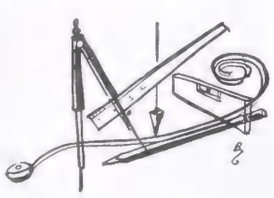
19 South Park, Dept. 6 San Francisco 7, Calif.

rot, decay, and termites. Texterior is sold exclusively through lumber dealers and comes in a variety of colors, in ¾" thick, 6" and 8" widths in random lengths. Costs about $250 per M., depending upon locality. Olympic Stained Products Co., 1118 Leary Way, Seattle 7, Washington.

For water misers. Even if you don't live in an area where you must save water, you will be interested in Narospray Shower Head. This neat little attachment is adjustable from a fine to a regular soaking spray. Its narrow stream prevents direct flow of water on walls or shower curtain. Anyone can remove the old showerhead and screw on Narospray—it fits any standard ½" pipe outlet. The manufacturer claims it saves 50% of the usual shower water and fuel to heat it. The showerhead, made of brass with nickel-chromium plating, costs about $4.50. Narospray Corp., 2440 N. Hamlin Ave., Chicago 47, Ill.

Lock for a lifetime. One of the new key-in-the-knob locks which is especially easy to install is warranted for a lifetime of use by the maker. The heart of the Dexter tubular lock (a 5-pin tumbler cylinder) is encased in steel. Over this is a heavy layer of brass with a jeweler's finish. The knob is attached permanently to the rose and the two roses are joined with tie bolts—there are no set screws to work loose. It will fit either left- or right-hand doors and can be purchased from hardware stores for about $9.00. National Brass Co., Grand Rapids 2. Michigan.

Odorless paint. Allergic to paint smell? Well, now you can paint a room and occupy it the same day. Keystone paints—flat, gloss, and semi-gloss finishes—are odorless. They do not smell in the can, while being applied or while drying. This is achieved by a new formula for the paint and not by a perfume or deodorant. The paint can be purchased from Keystone dealers throughout the U.S. for approximately $3.75 to $4.75 per gallon and is available in quarts, gallons, and 5-gallon sizes. Keystone Paint and Varnish Co., 71 Otsego St., Brooklyn, New York.



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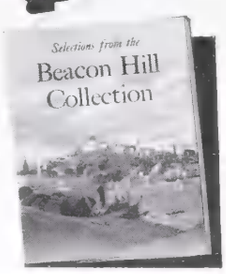
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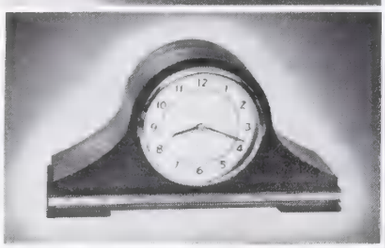
CONTINUED FROM PAGE 301

New Decorator clocks
TO GIVE OR TO KEEP!

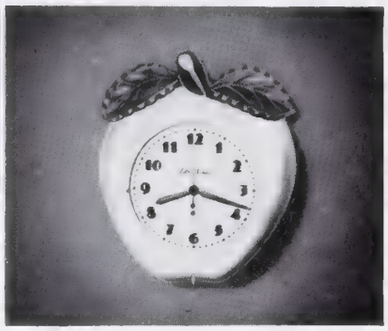


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This sensational rolling table has more size-adjustments than you can shake a stick at. Completely open, it's 49½" long x 40" high; completely closed, 28½" x 26" high. It adjusts to any intermediate size. The top tilts, to boot. Concealed ball-bearing mechanism is noiseless, responds to a finger touch. Rugged, light-weight table is magnesium; finish is simulated mahogany or prima vera. Terrific for movie projector. $99.50, Hammacher Schlemmer, N.Y.C.



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Decorator's Diary

Neat compromise for curtaining glass walls in a modern house where the taste for chintz still lingers is one of the new sheer, textured casement cloths with screen-printed designs on them. Not too many around, but I ran into a beauty last week at Greeff Fabrics. Cloth is loose-textured weave of cotton and rayon. Design

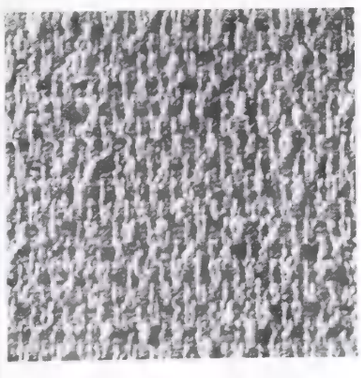


Casement-cloth print

is one of the new nature patterns—fern leaves in varying shades of green, or blue, or a combination of yellow and brown. Tried it at the Burdens' where it looks as if it were specially dreamed up to go with the rock garden outside. The day we hung the curtains was the first time I saw that wistful, hesitant look disappear from Mrs. Burden's face—the look that always comes when somebody asks her: "Well, how do you like living in a modern house?"

Having satisfied the chintz-hunger with the curtains, it was a cinch convincing Mrs. Burden that Great-grandfather Twining's big wing chair should be re-covered in

(*Continued on next page*)



Upholstery match-maker

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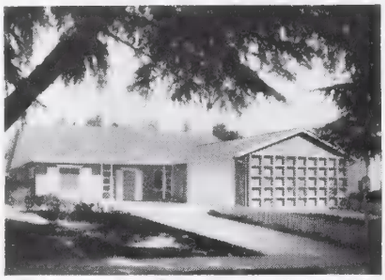
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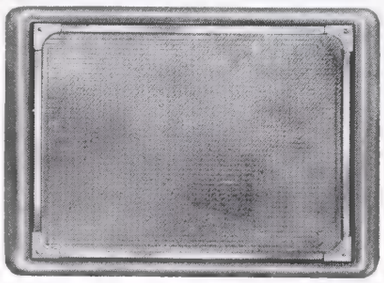


Continental Glassheat was installed in this Santa Monica, Calif. home with thermostatic controls in each room in less than 48 hours.

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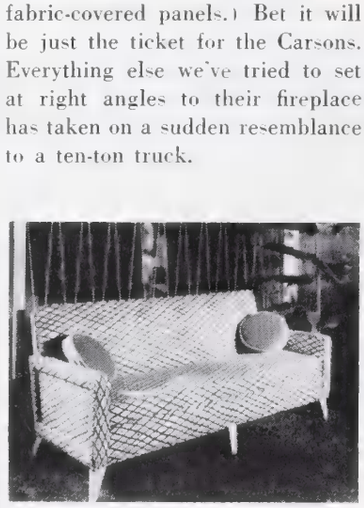
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DECORATOR'S DIARY

CONTINUED FROM PRECEDING PAGE

Greeff's new nubby-textured upholstery fabric by name of "Radcliffe." A far cry from the staid English prints the chair has always been dressed in before. But the finished effect is even more handsome than I predicted. The fabric—with its multicolored cross-threads—taupe, aqua, apricot—on a lemon-yellow warp, has a definite handwoven look which is just as it should be, considering the handcraft construction of that venerable antique. At the same time it puts the antique on speaking terms with the modern house and its glass walls.

Add to the list of comfortable sofas-with-a-light-look: the newest member of the upholstered group at Modern Designs, Inc. You think it's a bit underscaled until you sit down and realize there's room for two more of you—and to spare. One-piece seat and back cushions often account for that illusion of smallness. I've discovered—also fairly high exposed wood legs, and some kind of treatment at the ends to make the arms look less solid. (This one has slightly recessed fabric-covered panels.) Bet it will be just the ticket for the Carsons. Everything else we've tried to set at right angles to their fireplace has taken on a sudden resemblance to a ten-ton truck.



Deceptive sofa

"A document, to be a document," says William Galligan speaking of wallpaper, "must be a reproduction from an original, rather than a mere adaptation from an original." No quarrel with that. But what a surprise you get when you leaf through his collection of pedigreed documents, and up pops a pattern to settle last night's argument about modern art. Take that leaf design. A perfect illustration of what I like to call "abstract realism" (confounds the high-brows no end). The *feeling* of the leaf is there—the lacey texture, the fluttery lightness. That's realism, isn't it? But if you photographed a leaf

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Antique or modern?

—any leaf—it sure wouldn't loo like that. So it must be abstract Who cares anyway—once you' seen what it does for the parlor that old Connecticut farmhou the Gregory Bacons are "moder izing" with Paul McCobb's "Pla ner-Group" furniture? So muc for labels.

"That's just what I was talkin about—a coffee table you ca reach without making a jack-kni dive from the sofa. Those long l ones are pretty, to be sure. Fi for the young-in-limb but a h tough on the oldsters and the a ly-upholstered." All this said to Cousin Caroline when she e hibited the "Susan Spinner Coc tail Table" she and Ed cart home from The Salem Craft Hou in Virginia. It's 22 inches hig which is four inches higher th most, and on top of the top is twirling Lazy Susan. Anyone w couldn't reach an ash tray plac on that Susan, would be cripple indeed. Wood: solid walnut, walnut or mahogany finish. Ni clean lines. No particular perio



An easy table

For the drama-in-decorating depa ment, don't forget the sure-f combination of black and whi Two settings in unrelieved bla and-white at a recent show dr the crowds like magnets. One w modern with overtones of "m derne"; the other, Provincial at chic-est. Couldn't live with eit myself, but there are times wh one touch of drama is no sin.

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NATURALISM, CORE OF THE AMERICAN STYLE

CONTINUED FROM PAGE 294

Magazine Rack

Furniture: Open arm chair and magazine table designed by Edward Wormley, Dunbar Furniture Manufacturing Co.

Fabric: 100% plastic filament yarn on chair designed by Marianne Strengel and made by Jud Williams exclusively for Dunbar.

Accessories: Wrought-iron calipers on wall, New York State Historical Association, Cooperstown, N. Y. Brass cannon, Mary Ryan, Inc., Chicago, Ill.

DON'T BE AFRAID OF YOUR OWN DINNER PARTIES

CONTINUED FROM PAGE 279

erator. Just before serving, pour over a French dressing and top with chopped egg and chives. This salad plays the part of vegetables and salad and eliminates the need for last-minute vegetable cooking.

Jellied Date Ring

Cut up 10 ounces of light-colored dates in small pieces, discarding the skin if dry. (Dip the knife in hot water and they will cut more easily.) Soak 2 tablespoons of gelatine in ½ cup of cold water, add 1 cup of boiling water and 2 tablespoons of sugar, and stir until dissolved. Mix in the dates. When cooled, add the grated rind of ½ lemon, 2 tablespoons of lemon juice, ½ cup of orange juice, and 1 cup of sherry. Set in the refrigerator until thick enough to keep the dates from sinking to the bottom of the dish, stirring occasionally. Then turn into a 1-quart ring mold that has been wet with cold water. Chill until firm. Unmold on a round platter, and surround with frozen strawberries. Serve with whipped cream mixed with cooked orange rind.

Minted Pineapple

Thaw 2 boxes of frozen pineapple chunks until a light frost is still on them. Pour them into one large bowl or into individual bowls. Pour crème de menthé over the chunks to suit your fancy, top with slivers of cooked orange rind, serve with little cakes or cookies.



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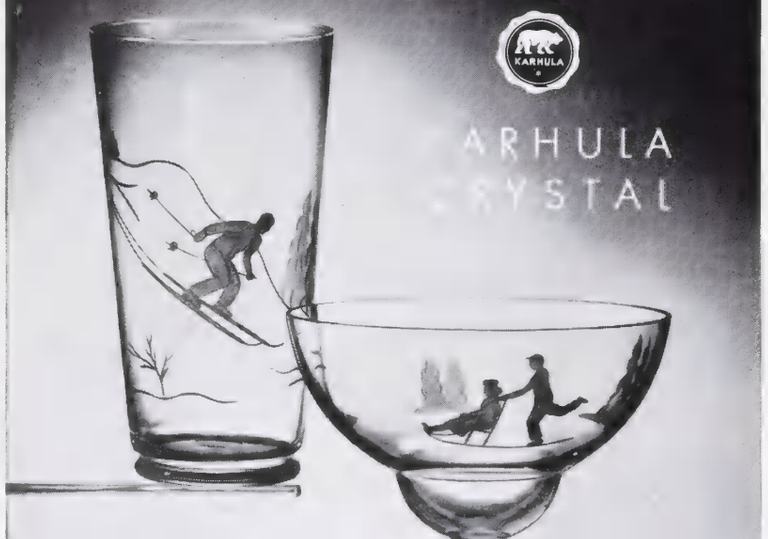
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PANTRY SHELF NEWS

by Julie Polshek

I HAVE a thoughtful reader to thank for bringing to my attention one of the finest barbecue sauces I've ever used. My informant said that inasmuch as Daddy Jim's Southern Pit Barbecue Sauce was sold only in the Memphis area (it's now available by mail) that it might not have come to my attention. She was so taken with it, she went on to say, that she thought I would like to try it out and pass the word along. I shared her enthusiasm, and here's the story.

It's a real, honest-to-goodness barbecue sauce, the kind (as the name implies) that they use in the deep South for pit barbecuing. If your outdoor barbecuing activities are at an end for the season, or you're an apartment-dweller deprived of such pleasures, you can put Daddy Jim's sauce through its paces in your kitchen oven with very noteworthy results. The eating preliminaries may lack the fun of outdoor cookery but the palate-delight leaves nothing to be desi

Heaven forbid, though, that use this fiery basting concentrat a table condiment, as you can many barbecue sauces on the ket. You'd have to rush for a extinguisher to put out the inte blaze. The spicy sauce is inten solely as a basting medium, an purposely given excessive fire you can modify its hotness vinegar to suit your own pa There seems to be no common nominator for such things. Da Jim's recommendation is two-th sauce to one-third vinegar. degree of dilution is no sissy, lieve me.

The superbly blended sauce refined composite, as it might called, of a number of generati old plantation recipes. It's as thentic as the Negro-Mammy pes from which it stems. couldn't ask for finer. It's heav on spareribs and chicken, as as pork, beef, and lamb roasts.

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b it on the meat with a piece cloth or paint it on with a stry brush each time you turn barbecue-ee. The trick. for n barbecuing. is to turn the at often. The results are well rth the trouble. Mr. Frank addy Jim) recommends oven-aming the meat for about twenty nutes before you start the bar-cuing and browning procedure. second the motion.

Two 8-ounce bottles of the con-trated sauce cost $1.00. from nes Frank. 204 Jefferson Ave.. mphis, Tenn.

next bit of news. about a con-ion-like fruit-and-nut cake that is delicious as it's unique. also nes to you via one of this col-n's readers—a token payment. l my flattering and thoughtful ormant, for the pleasure she de-s from my humble efforts.

he received one of these Puddin l pecan-fruit cakes as a gift. comment in commending it to bears repeating. "It's the best g of its kind I ever tasted. Be-from Louisiana. where cooking n art. it is hard to admit a an ranks in anything. let alone ake." I sent posthaste to the er for one of the cakes. and nd it all that it was purported e.

he rich. firm loaf has just igh batter in it to hold the ns. dates. cherries and other content together. The eye can cely detect its presence but it es itself known in the over-all or of the luscious mixture when start munching. This is cake to sliced ever-so-thin and eaten ingly, for it's almost like a dy. It slices like a dream. gh its fruit and nut content is argish pieces: not a bit of nbing. as with conventional cakes. however thin the slice. ou'll find from the thumbnail ory that accompanies the cake.

the recipe is one for which the maker's great-grandmother was famed. and the same trees of the Puddin Hill homestead that sup-plied the pecans for cakes then. still contribute their yield to the current ones. The cake is its own best proof of why it has become as much a part of the regional tradi-tion as Puddin Hill itself.

Should you by now have in mind several people on your gift list who would get a bang out of a Puddin Hill cake. it is fitting to add that it comes to the recipient festively wrapped first in gold and silver foil and cellophane. then covered over by a copper mesh stocking. pertly tied at one end with gold ribbon. Quite an eyeful.

The cake is available in two-three-. and five-pound loaves. that cost $3.95. $5.90 and $9.35. respec-tively (plus postage). from Mary of Puddin Hill. Box 21. Greenville. Texas.

Perhaps my weakness for really good Italian minestrone soup added a little to my getting so "het up" about the new Budrell mine-strone that came my way recently. But when the same dozen tasters I enlisted gave it the same special nod. I knew that its truly home-made taste and superb flavor were as exceptional as I found them. Unless you wield the can opener yourself. you wouldn't believe that this soup ever had seen the inside of a can. And its flavor tells you in short order that it's been made by chefs who have that special know-how required to properly blend the many and sundry ingredients that comprise the rich. hearty soup.

But there's more reason than that one for its special goodness. All the vegetables that go into it are fresh-frozen or fresh (they're hand-cut so the soup will even *look* homemade). The green-vege-table content isn't padded. as is

(*Continued on next page*)



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PANTRY SHELF NEWS

CONTINUED FROM PRECEDING PAGE

all too often the case, with potatoes, rice or barley, and no artificial flavoring or coloring is used. But the crux of its homemade taste is that it is *completely* cooked by the same slow, long-simmered method you would use in your own kitchen, *before* it goes into the can. These packers are perfectionists. And it certainly tells in the end result, as you'll find when you do your own tasting. You use the minestrone just as it comes out of the can, without dilution. One can contains two hearty servings.

$2 for six cans, from Jordan-Marsh, Boston, Mass.

To find a cookbook that is not only a treasure-trove of recipes worthy of special commendation from any gourmet, but also delineated so simply that a novice can use it assuredly, is a red-letter event. The case in point is *The Perfect Cook Book for the Perfect Hostess*, by Mrs. Mildred Knopf, whose prowess as both a hostess and a cook are well known in Hollywood, where she lives. Between its covers you will find some five-hundred pages of epicurean recipes which she has gathered in her extensive travels here and abroad, from the finest restaurants and home kitchens. It's quickly evident when you browse through the book and try out a few of the recipes that this is no casual or ordinary collection.

It's her contention that anyone who loves good food can, with accurate, step-by-step directions be a good cook. I heartily concur on the fact that a fondness for good food makes an important contribution to a cook's prowess. Having long since left the novice class, I tried the book out on a couple of food-loving brides just learning to spread their wings in the kitchen, to test out Mrs. Knopf's contention that a novice can use these recipes with aplomb. The answer is "yes." I had a number of turns with the book myself; the recipes I tried have a permanent home in my culinary repertoire.

The fascinating book costs $3.50 (plus postage), from Brentano's, 586 Fifth Ave., New York, N. Y.

Perhaps, I shouldn't admit publicly that until I became the recipient recently of a package of Farm Home Foods' smoked goose, I had never partaken of it. I had heard rumblings of the fact that such a delicacy existed and that it was held in high favor by many, but somehow I had never sought it out. It may be because goose meat is something which I have alw been able to take or let alone.

Much to my surprise, theref I was very much taken with smoked variety. It was far m delicately flavored than I expec for one thing, and I discove too, that smoke and goosemeat boon companions. I'm sorry that I tarried so long in mak the acquaintance of smoked g —or at least, of the delicious o ing of this farm.

The manner in which they pare the smoked goose for s ment is unique, and a great s ing convenience. The breast n is rolled up like a small cott ham and tied into the goose s which serves as a casing. W this, you get, packed separat the shanks (with legs) of goose that delivered the breast one of his brethren, maybe). any rate, breast and legged sha are the yield of a 13- to 15-po dressed goose. Should you hav mind making one or more of men on your list a gift of smo goose, I might add that it's att tively gift-packed. (All orders delivery by Christmas must be ceived by Farm Home Foods November 15th, because of amount of work entailed in paring and smoking the geese.)

The sweet, tender meat is ga color, with almost the look of uncooked roast of beef, except a far finer texture. It has enough smoke in its make-up enhance the flavor of the meat give it zest, without overpowe the natural meat flavor, as is often the case. Both breast shanks can be roasted if you l but for the most part, the delic is served on dark rye bread crackers, sliced thin as paper an appetizer or midnight sn It's rich as all get-out and goe long way. The sort of thing the menfolks go for in a big and as before indicated, it doe lack for feminine appeal, eithe

The package of breast shanks costs $15, from Farm H Products, Watertown, Wisconsi

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Garden horrors to avoid



Don't leave weeds and dead plants in your borders. They look messy, are an invitation to mice and other pests. They also make a fine winter home for all kinds of unwelcome blights.

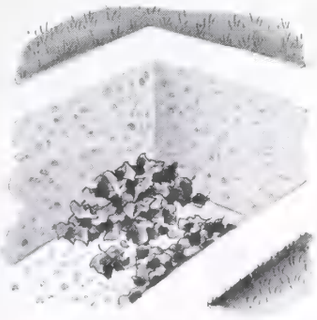


Don't leave stakes and plants in the borders either. They give an unkempt look; make more work in the spring.



Don't let leaves stay on your lawn. Leaving them there even a week may injure the grass—longer than a week might kill it. Burn diseased leaves; put pest-free ones in compost pile

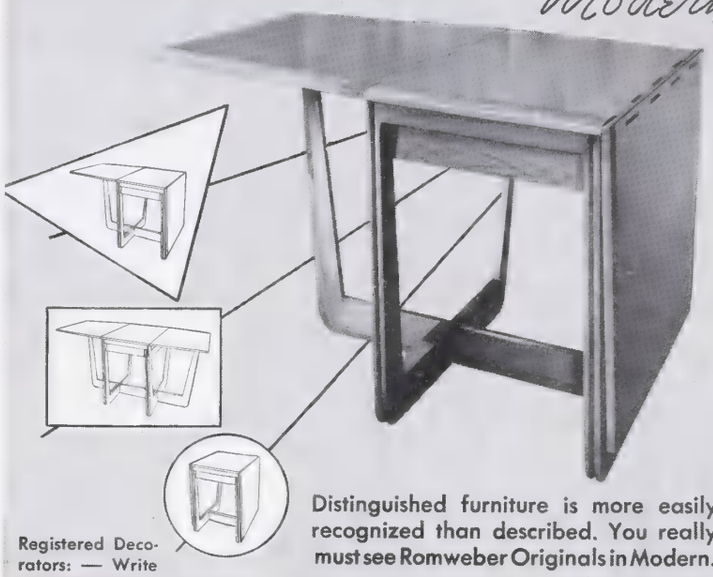
SKETCHES BY JOHN BRIMER



Don't let accumulated leaves and trash spend the winter in your garden pool. The pool should be drained immediately if you haven't done it yet.

(Continued on page 313)

ROMWEBER Originals in Modern



Distinguished furniture is more easily recognized than described. You really must see Romweber Originals in Modern.

Registered Decorators: — Write for your copy of our beautiful new catalogue, "Romweber Originals in Modern."

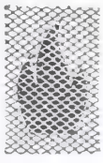
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CONTINUED FROM PAGE 229



This photograph gives some idea of the cluttered view that would exist if the garden walls and trees weren't used to provide privacy for this garden in a busy city neighborhood. Compare this view with the photograph shown on page 228.

PHOTOGRAPHS BY MAYNARD PARKER



Raised planting beds show off plants in terrace garden. This is a good way to cut garden maintenance, and you need fewer plants to get big color display. Note how branches of flowering dogwood break hard wall line, even before the leaves come out.

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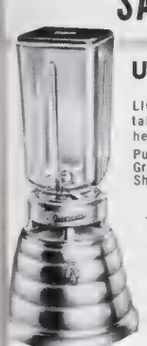
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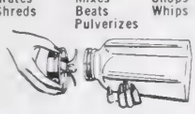
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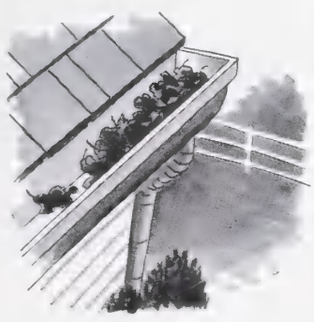
CONTINUED FROM PAGE 311



Don't forget to stake your tall, narrow evergreens. Otherwise, ice and snow will destroy their shape.



Don't put off the job of cleaning all tools to protect them from winter injury. After you clean them, use an oily rag on all metal parts to prevent rust. If you have a power mower, clean the blades, oil rustable parts, drain the tank and gas lines.



Don't neglect to clean leaves from your gutters and install strainers to keep them out of downspouts. An overflow will cause ice to form on plants and shrubs under the gutters and may injure them severely.



Don't leave newly planted trees exposed to winter wind and sun. Stake them securely and water them weekly until the ground freezes.



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How to ride upstairs

by G. B. Woodin

If you are not to climb stairs, consider installing vertical transportation of some kind. It may cost you less than a new car

If anyone in your family has been cautioned against climbing the stairs, don't feel you must immediately move to a one-story house. There are two ways to eliminate stair-climbing in your existing house:

You can install a small elevator for approximately the price of a new car.

You can install a one-passenger inclined lift, up one flight of stairs, for little more than half the price of a new car.

Operating costs for either of these items are slight: An elevator, for instance, may cost you a nickel a day for house current.

Your elevator can be located in stairwell, hall, or corner of a room. If you happen to have closets stacked one over another, there's a perfect place. The cab may be "free-standing" (opposite page, top); it may be semi-enclosed (opposite page, center); or completely enclosed in a shaft (below and at the bottom of the opposite page.

In any case, your elevator operate with commendable qu ness. A safety-device stops it mediately at the slightest to from below—if the cat's as underneath, for instance. Anot device prevents you from a dentally opening the gate in n air. You get full automatic cont automatic stopping, operating tons in the cab and on each fl An inclined stairway lift (see p 316) is equally quiet, and the same convenient autom operation, with comparable reg for your safety.

Vertical transportation toda installed mainly for individ who cannot or should not cl stairs. Of course, once a lift put in, *everybody* uses it. (Se people know instinctively stair-climbing involves up to times the effort of ordinary w ing.) Needless to say, you'll *re* appreciate your elevator when have heavy trunks or furnitur

(*Continued on page* 322)

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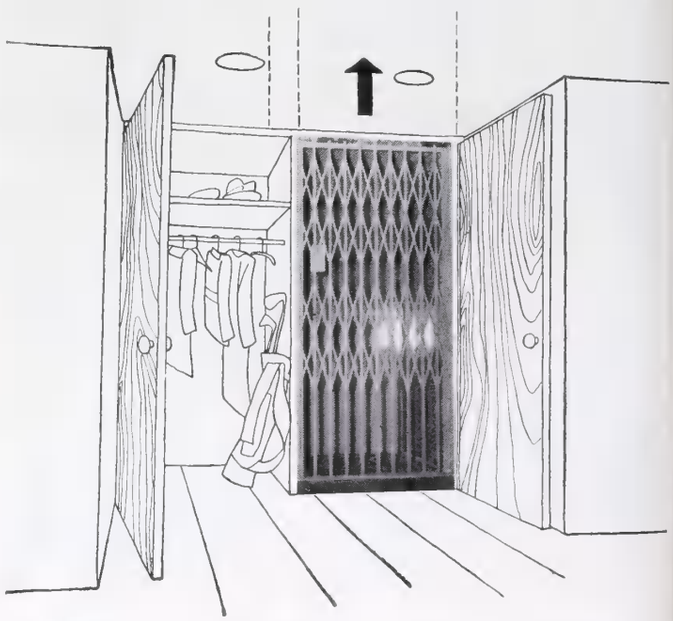
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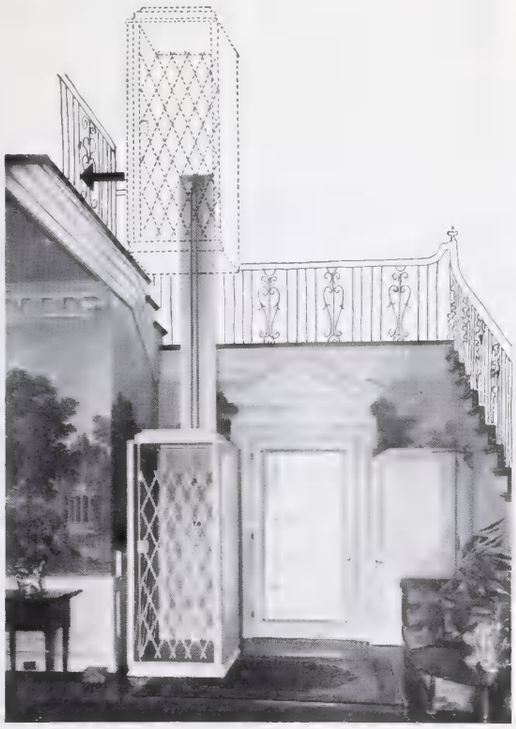
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● A modern house can very easily be planned for installation of elevator should it ever become necessary. Right-hand closet here might once have stored children's overcoats. Years later it's part of an elevator shaft. Cab rises to closet overhead. Sedgwick Machine Works.



• A difficult problem was solved here by having two gates on the cab. Downstairs you enter straight ahead. Upstairs, you exit left. Section of balcony rail swings open for you. Safety mechanism won't let you open either gate in mid-air. Inclinator Co. of America.

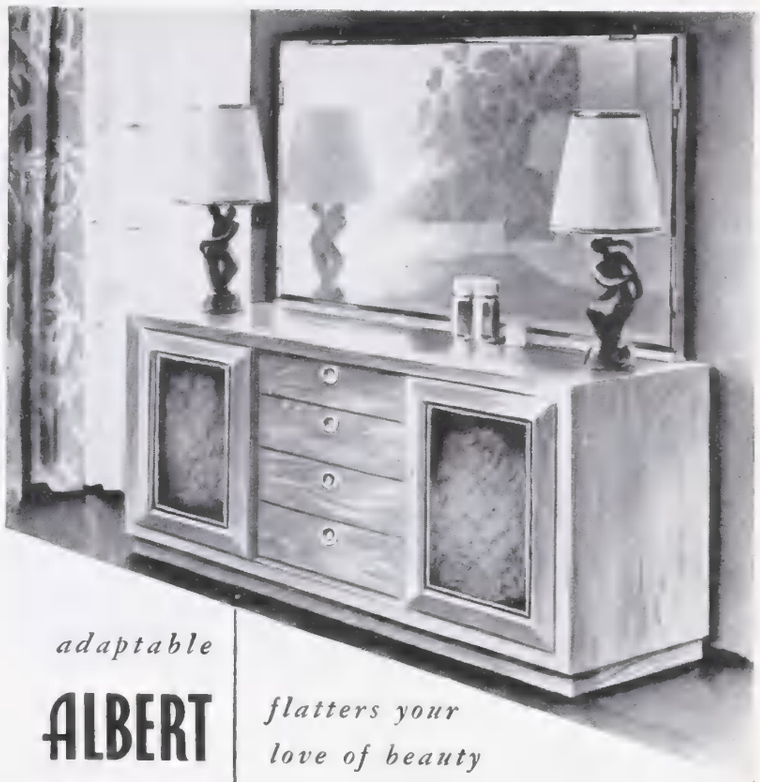


• Free-standing here on the first floor, this cab disappears in shaft as it rises. On the way down, the cab stops instantly if it touches anything; you couldn't squash even a match box. Note beautiful wood of cab. You can order from many styles and finishes. The Shepard Elevator Company.



• This completely-enclosed installation illustrates how well-hidden an elevator can be, if you want it hidden. Muffling against noise is unnecessary: Power comes from inherently quiet electric motor tucked away in basement or attic. Otis Elevator Company.

(Continued on next page)



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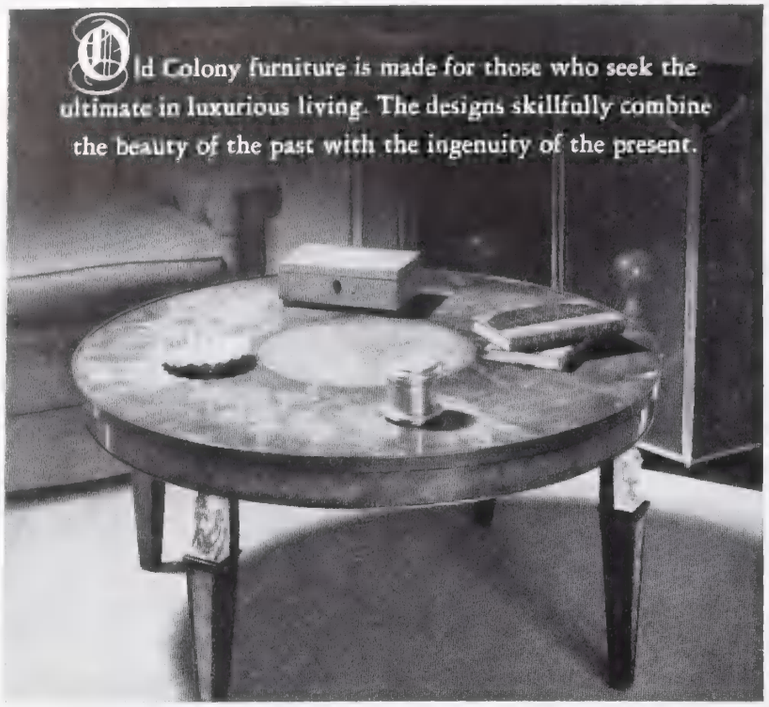


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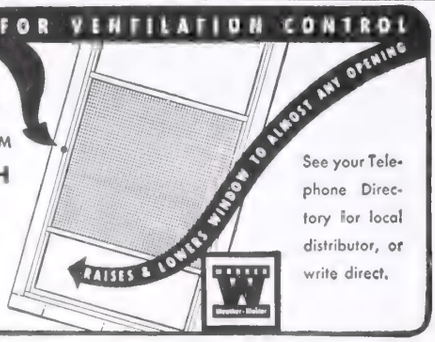
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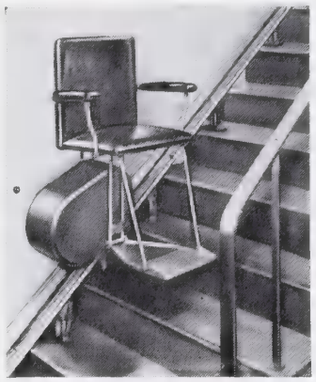
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HOW TO RIDE UPSTAIRS

CONTINUED FROM PRECEDING PAGE

Here's how inclined stair-lifts work:

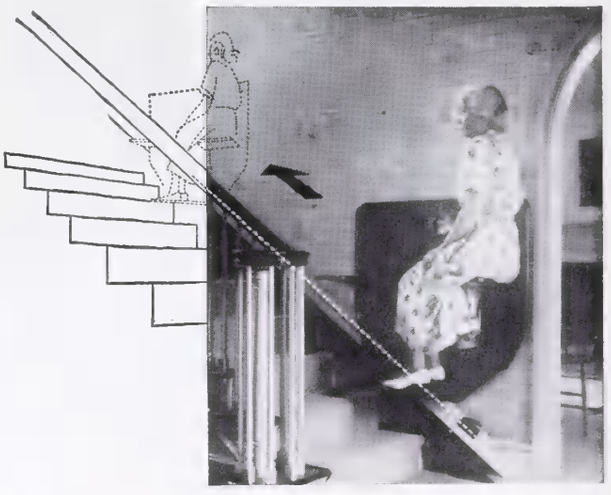




● Traveling armchair is a very neat way to glide right up stairs, if you can't afford or don't need an elevator. The inclined-lift type of vertical transportation is most easily installed where stairs are straight. Call button brings lift to you. The Shepard Elevator Co.



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QUICKIE COURSE IN CLIMATE CONTROL

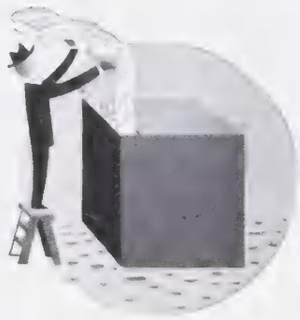
CONTINUED FROM PAGE 219

the house is warmer than the r outside, the warm air flows out e top and fresh, cooler air flows through the ground floor win- ws and the open doors. The ller the house, the more effective this chimney arrangement. It rks better with a two-story house n with a single story. Where the tural chimney effect is not strong ough, you help it by putting in attic fan.

Of course, the same chimney ef- ts then also work in winter. ur expensive heat escapes up- rd through all those vents, cold fts come galloping down the irs, and cold air is sucked in ough cracks in doors and win- ws. What to do? In a mild cli- te, say in England, you would ply forget the whole idea. In e tropics you would use an all- imney design. People do. In land you use a strictly non- imney design. But in our Ameri- n climate, that gets both very d and very hot, it's obvious u need a "convertible" house— nvertible from tropical style to land style. The upward chan- ls must be designed to close up winter. Even the staircase— pecially the staircase—should ve a door on it, so it *will* be a mney in summer, but *not* a chim- y in winter.

Now you have done just about erything you can do with a sim- box to make it livable. You ve fixed it so that it keeps itself l in summer and, to some extent, ps itself warm in winter. You ve done this, so far, without ma- nery, without special unusual terials. You have done it by pure ign: location, shape, arrange- nt, color. The box is still simply wooden crate. Yet, you could al- st live in it and survive. Cer- nly with a little stove you *could* in it. And *now* you are ready to l the three big modern comfort entions: insulation, central heat, conditioning.

f you had rushed in and put se things into your box *before* u did all this design work, the and the machinery would have n working against each other— air-conditioning machine try- to cool you while a big west dow tries to roast you. Your nace trying to keep you warm, ile ill-designed windows, cold ds, a cold floor chilled you, l so on. You would have got nfort only at great expense and with much complicated doctoring—and perhaps not at all. But now you have a house that's trying to be comfortable, anyway, and needs only a little help.



9. ***A trick with fluff.*** Now put in some insulation. It does two things. First, it keeps heat from leaking through the walls and the ceiling and so it saves you fuel. But fuel saving is really important only in wartime, when fuel is hard to get. As my friend, Dr. L. P. Herrington says, "Fuel waste is like sin; everybody is against it in theory, but nobody really cares in practice."

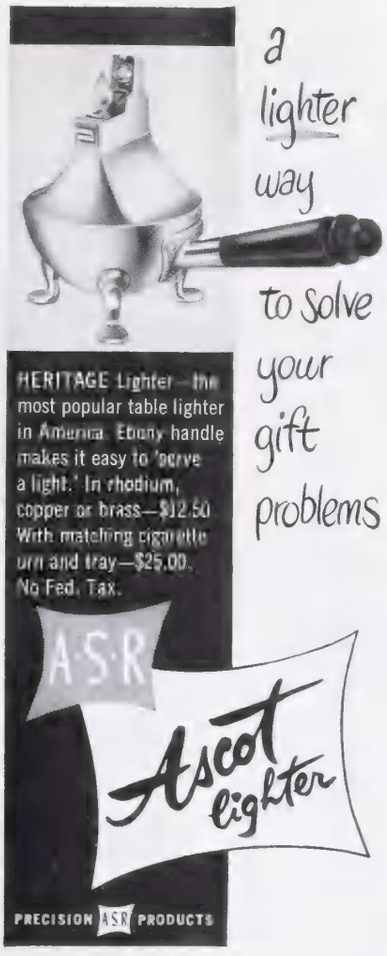
The really important thing is this: Insulation keeps the house from being stuffy, overheated, unhealthily dry.

Here's how that works. *Without* insulation, the outside cold comes through walls and ceiling so that the inside surfaces of the house are cool. Now, you can just heat a little harder and keep the *air* in the room as warm as you want it. But that is not the whole story. Heat now jumps from your warm skin directly to the cool walls; you get "radiant cooling." To make up for this heat loss from your body, *you have to keep the air in the room extra warm*—perhaps 80° F. Otherwise you'll feel chilly. Such overheated air is stuffy, dry, and unhealthy. It is also drafty. An overheated room can never be really comfortable. It makes you hate winter.

With insulation, your walls are much warmer. The "radiant" heat loss from your skin to the wall is much less. *You are perfectly comfortable in much cooler air.* Perhaps your thermometer reads only 68° F., but still you are warm enough. *This cooler air is more pleasant, less stuffy, less dry, much healthier, less drafty.*

There is a special insulation problem that goes with big windows. On cold winter nights the big windows will also give you a great deal of radiant cooling; heat jumps directly from your skin to the cold window panes. You feel chilly even though the thermometer shows a

(*Continued on next page*)





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A QUICKIE COURSE IN CLIMATE CONTROL

CONTINUED FROM PRECEDING PAGE

room temperature of, say, 75°. *The bigger your windows, the more important it is to have heavy draperies that you can draw at night, to put a barrier between yourself and the cold window panes.*

10. ***A trick with fire.*** Next, heating. You take your pick of heating plants—coal, oil, gas, hot air, hot water, steam, electric, etc. The choice is wide. But there is one Climate Control trick to heating, and you must not miss it: *The bigger your south windows, the more quick-acting must your heating plant be.* Remember—a big south window has terrific heating power when the low winter sun shines into it. But it also has great cooling power, in cold weather, the moment the sun goes behind a cloud. So *your heat must come on with a bang the moment the sun goes off,* or you'll be cold. *Your heat must go off with a bang the moment the sun comes out,* or you'll be hot. And besides, you'll be wasting fuel money. We said earlier that a big south window can actually save you heating money. It can, but *only* if the heating plant is quick-responding and clicks right along. This exact, quick *control* of heat was not important so long as people were content to live in darkish houses with small windows. But with big windows, it's crucial.

11. ***A trick with water.*** Finally, air conditioning. It is still quite expensive to air-conditon a whole house. But that's where your underground room comes in. It is not expensive to air-condition a room that's trying to be cool anyway. Air-conditioning a sunken room is something you can afford. At the same time, air conditioning takes care of that dank, musty cellar smell that the sunken room might have. That smell comes from a fungus. The fungus grows in dampness. The dampness forms when moist, warm summer air touches the cool walls of an underground room. But an air-conditioning machine squeezes a lot of water out of the air before it blows into the room. So an underground room filled with *conditioned* air develops no dampness and has no smell. The air-conditioning machine needs a sunken room, and the sunken room needs an air-conditioning machine.

12. ***A trick with money.*** Here is a powerful way to take the bite out of the weather: Make your house big. The bigger the box, the slower it is to heat up in the daytime, the slower to cool off at night. This is because the big box contains more air, in proportion to the outside "skin" exposed to the weather, than the small box does. Take a box and double its length, width, and height, and it will then have four times as much outside wall, but it will contain eight times as much air. That air (and the bigger mass of material, too) is a steadying influence. That's why cathedrals and railroad stations and other very large buildings are cool in summer and not cold in winter; and why the bigger house, other things being equal, is more comfortable.

But this is a very, very expensive way to get comfort. And the whole trend in house design is against it. Houses are getting smaller; they are better equipped, more convenient, better planned. They are full of expensive labor-saving machinery. But they are smaller than they used to be.

It's as it should be. But it gives you something to think about. The mathematics of the box also works the other way round. As the box gets smaller, the people inside it feel the weather more quickly and more sharply. The house of 1900 could be comfortable—maybe—with only the fuzziest idea of Climate Condition in its design because it was big. The house of 1950, because it is small, is viciously uncomfortable if it has poor Climate Control. Just because you really can't use trick No. 12, it's all the more important that you don't miss any of the other tricks.



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The Man Behind the Hoe

TIMELY SUGGESTIONS

North: Spring-planted chard is still good, in fact it's at its best in cool weather.

Protect the exposed upper part of beet and carrot roots by pulling soil to them with a rake or hoe. Dig and store only when continuous sub-freezing temperatures are predicted.

Middle South and Pacific Coast: You'll seldom go wrong with another seeding of spinach or turnips in mid-November.

Plant rye grass now over your Bermuda grass lawn. Fertilize before seeding to insure rapid growth and a good winter lawn.

Lower South: Plant onion seed. Use an adapted southern variety such as Grano or Bermuda. If you prefer not to seed directly in the garden you can start in flats and transplant later.

Squirrels love pecans. If you have many of these animals around your place you'd better pick up your pecans frequently.

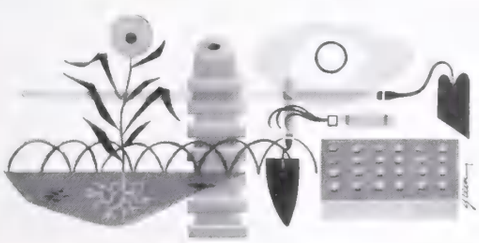
Tropics including Southern Florida: In frost-free areas Acorn or Table Queen squash grow well in winter. They give variety to late winter meals.

Spray your newly set tomato plants to control leaf-blight if you have damp weather.

Parsnips with roast pork. We are very fond of parsnips cooked with roast pork. Peel, slice lengthwise and place in the roaster an hour or so before the meat is done. By late November parsnips should have had enough cold to develop their sweetness. If in doubt, store for a week in the hydrator of your refrigerator before using.

Two types of onions. Sweet Spanish onions, those big fellows you find on the market these days, are fine for french frying or for using raw in hamburgers or salads. But don't overlook

(Continued on next page)





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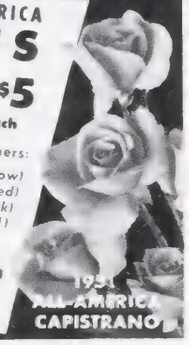
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THE MAN BEHIND THE HOE

CONTINUED FROM PRECEDING PAGE

the virtues of ordinary yellow-globe onions for culinary purposes. Their greater pungency imparts real flavor to a roast. They are definitely superior for creamed onions. We often raise both types and use each for its own purpose.

Cabbage storage. Garden books, old and new, show cabbage stored upside down. Some good results that I had without making my cabbage resort to acrobatics prompted me to make some tests of various methods. Now I'm convinced that the upside down cabbage is the victim of an ancient garden superstition. For longest storage cabbage needs: (a) Cool atmosphere, the cooler (down to the freezing point) the better. (b) Roots in a moist medium, soil or peat. The roots will continue to send moisture to the leaves and the head will remain in good condition.

Two good storage methods: 1. Pull the whole plant when there is danger of severe freezing. Reset plants close together in a shallow trench with heads about level with the ground. Leave exposed in mild weather, cover with leaves or straw when severe freezing is predicted. 2. Pull whole plants. Place in crates or boxes with roots down and covered with a little moist peat or soil. Leave outdoors in a shaded place during mild weather. Give leaf or straw protection when it gets colder, then move to the root cellar when continued subfreezing weather is predicted. Keep roots moist by occasional watering. This method is my choice for the North.

Incidentally, these same storage methods are good for celery.

Greenhouse tomatoes. Can I raise tomatoes in my home greenhouse? Dozens of people asked me that question when I was on the Horticulture staff at Michigan State College. The answer is yes if you adapt your planting schedule to the temperature at which you carry your greenhouse.

For a cool house: Plant seeds about the first of the year. Pot the seedlings. When the plants are quite husky set in a ground bed or bench. Rate of growth will depend on temperature, but you should have ripe fruit two months ahead of an outdoor crop.

A seeding in early July will give you a fall crop that will extend up to the holidays.

For a warm house: Where day temperatures are kept above 70 degrees, plant seeds in November. Set in four-inch pots and if space is not yet available when they begin to crowd, shift to sixes. Set out in a bed or bench when flowering begins. You can frequently start picking in late March or April.

For the fall crop in a warm house, seed in early July and set as soon as the space is ready. This fall crop can be carried much later into the winter than the crop kept in a cool house.

Four pointers on raising greenhouse tomatoes.

1. Spacing—Four square feet per plant is good.
2. Training and pruning—Prune to a single stem and train on string.
3. Yield—Ten pounds per plant is not uncommon for the spring crop; half that is good for fall tomatoes.
4. Pollination—Shake the plants vigorously every two or three days to insure pollination.

Persimmon time. My first bout with a persimmon was probably typical of the introduction most Northerners have to this fruit. Its extreme astringency led me to believe that folks who rave about persimmons must have perverted tastes. Later, while living in the South, I learned that our Negro cook's saying, "a persimmon's only fit to eat fer five minutes 'fore it's rotten," is just about true. Persimmons are picked when quite firm. They must ripen for some time and become quite soft before they are edible.

If you live south of approximately 32 degrees latitude look into the Japanese persimmon varieties for your fruit garden. Further north they may not be hardy. But you will find these large orange-colored persimmons at better fruit markets, so be sure to try a few. While being held for ripening they make an attractive fruit bowl display, alone, or with apples, grapes or pears.

Celery for turkey dressing. I rate my Del's turkey dressing as top and last year when I was drafted into kitchen service on Thanksgiving Eve, I learned why. She puts plenty of celery, coarsely cut and browned, with chopped onions before mixing with the bread and other ingredients. Three cups of celery goes into the dressing for a 15 to 20 pound bird.

—Keith C. Barron

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315 *Albert Modern Furniture
322 *Baker Furniture
28 Barwa Two-Position Chairs
303 *Beacon Hill Furniture
141 *Boltaflex Upholstered Furniture
20 *Brandt Tables
302 *Colonial Georgian Desk
14 Conant Ball Furniture
26 *Continental Furniture
305 *Craftique Authentic Reproductions
82 Dunbar Modern Furniture
1 *Extensole Tables
6, 7 Ferguson Bridge Sets
290 *Flexsteel Upholstered Furniture
292 *Futorian Furniture
295 Globe Furniture
254 *Heritage-Henredon Furniture
307 Hickory Furniture
300 *Hungerford Solid Mahogany Furniture
265 Jamestown Goodwill Chair
43 *Johnson-Carper Fashion Trend Furniture
269 *Johnson Furniture
271 *Karpen Upholstered Furniture
8 *Kling Furniture
10 Kuehne Khrome Dinette Sets
63 Masonite Hardboards for Furniture
312 *Modernize Furniture
281 *Molla Wrought Iron Furniture
308 *Morganton Furniture
316 Old Colony Furniture
311 *Romweber Modern Originals
285 *Sieling Modern Furniture
320 *Sligh Furniture
252 Springfield Tables
309 *Tell City Chairs
277 *Tibbenham Furniture
296 *Union National Unité Dining Chairs
275 *Unique Mahogany Furniture
13 Weiman Tables
299 Widdicomb Magazine Table

LAMPS

295 *Kirlin System Lighting
22, 23 *Lightolier Americana Fixtures & Lamps
300 Royal Haeger Lamps

LINENS & BEDDING

Inside Back Cover Callaway Towels
9 Cannon Towels
272 Chatham Electric Blankets
314 Fieldcrest Lace Tablecloths
24 Fieldcrest Towels
104 Martex Towels
287 *Masslinn Guest Towels
64 North Star Blankets
42 Pequot Percale Sheets
124 *Simtex Candlelight Damask Tablecloths
122 Textron Electric Blanket
61 *Utica Beauticale Sheets
18 *Wilbarry Lace Dinner Cloths

MATTRESSES

313 Craftmaster "Mr. & Mrs." Mattress
318 *Perm-A-Lator Wire Insulators for Mattresses
251 Sylcon Mattresses
83 U. S. Koylon Foam Mattress

MIRRORS

280 *Nurre Mirrors

RADIOS, PIANOS, MUSICAL INSTRUMENTS

316 *American Society Piano Technicians
305 *Bell High Fidelity Amplifier wth Remote Control
258, 259 *Capehart Television, Phonograph-Radio
285 Everett Pianos
25 General Electric Radio-Phonograph
302 *Gulbransen Spinet Pianos
255 *Hammond Organs
301 Motorola TV-Radio-Phonograph
297 *RCA Victor Records
248 *Story & Clark Pianos

SHADES, BLINDS, WALL COVERINGS

186 *Kirsch Sunaire Venetian Blinds
26 Stockwell Wallpapers
264 Strahan Wallpaper
270 *United Wallpaper

MISCELLANEOUS FURNISHINGS

317 A-S-R Table Lighters
316 Butler-Ette Safety Disposal Ash Tray
292 Kruissink Showoffs Wall Shelves
322 *Peerage Brass Wall Plaques
307 *Princess Plastic Place Mats
121 Ronson Table Lighters
293 Syroco Wood Curio Cabinet
19 Will & Baumer Taperlite Candles

Housekeeping Equipment

MAJOR & SMALL APPLIANCES

311 *Battle Creek Health Builder Vibratory Machine
247 *General Electric Automatic Dishwasher
291 *General Twin-12 Floor Machine
318 Hamilton Beach Mixette
274 *Hanovia Ultraviolet Quartz Health Lamp
310 *In-Sink-Erator Garbage Disposer
260 Knapp Monarch Corn Popper
81 Murray Sinks & Ranges
160 *Nutone Door Chimes
313 *Osterizer Food Liquefier
298 *Permutit Electro-Matic Water Softener
267 Philco Home Freezers
315 *Regina Electric Floor Polisher
320 Vita-Mix
262 *Youngstown Kitchens Food Waste Disposer

KITCHEN CABINETS

81 Murray Kitchen Cabinets
308 *Snedaker Glamour Kitchens

MISCELLANEOUS SUPPLIES

311 Aristo-Mats
294 *K-Veniences for Kitchens
314 Lexol Leather Conditioner

Building

ELEVATORS

309 *Inclinator Residence Elevators
318 *Sedgwick Residence Elevators
304 *Shepard Residence Elevators

HEATING, VENTILATING & AIR CONDITIONING

283 *Chrysler Airtemp Automatic Home Heating
306 *Continental Glassheat
284 *Dunham Baseboard Heating
250 Fiberglas Dust-Stop Filters for Furnaces
243 *Minneapolis-Honeywell Thermostats
288 *Webster Baseboard Heating
317 *Williams Oil-O-Matic Oil Burner

PAINTS

314 *Lectro Paint Peeler
307 MagiKoter Paint Roller
302 *Ramuc Enamel for Pools

PLUMBING

282 *Eljer Plumbing Fixtures

WINDOWS & DOORS

313 *Burrowes Combination Windows
310 *Cinco Combination Windows
276 *Modernfold Doors
216 *Rusco Combination Windows
316 *Warner Screen & Storm Sash Combinations

WOODWORK

266 *Bruce Hardwood Floors

MISCELLANEOUS BUILDING

307 *Cutler-Hammer Multi-Breaker
264 *Soss Invisible Hinges
242 *Vitrolite Glass Paneling

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES

317 *Anchor Chain Link Fences
319 Briggs & Stratton Engines for Garden Equipment
320 *Habitant Rustic Wood Fence
319 *Rusticraft Woven Picket Fences

SEEDS, BULBS, NURSERIES

319 *Arp Roses, Inc.
319 Bulb of the Month Club
319 *W. Atlee Burpee Co.
289 Colorado Carnations
319 *Ty-Tex Rose Nursery

Apparel

88 *Berlé Delineator Bra

Automotive

35 Mile-O-Meter for Cars

Books

11 Book-of-the-Month Club, Inc.
94 Marboro Books

Entertainment, Sporting Goods, Toys

28 *Brunswick Pool Tables
305 Playskool Hammer-Nail Sets

Foods & Beverages

318 *Beau Monde Seasoning Salt
313 *Berkshire Game Farm—Wild Rice
293 Cresta Blanca California Champagne
309 Garnier Liqueurs
86 Hickory Valley Farm-Smoked Meats
256, 257 Martini & Rossi Vermouths
310 Myers's Rum
303 Piper-Heidsieck Champagne
142 Remy Martin Cognac
314 *Spangler Candy-Agents

Travel

286 Italian State Tourist Office
287 Nassau, Bahamas Development Board
286 Union Pacific's Sun Valley

Miscellaneous

316 Christmas Trees That Glow in the Dark
313 Lowe's, Jewelry Brokers
311 *Rose Smelting Co.
316 Shoppers Directory of New York

Department, Furniture, Jewelry & Specialty Stores

38 Art Colony Industries
85 Black, Starr & Gorham
16 Bloomingdale's
5 *Cartier Jewelers
46 Charles & Co.
47 John A. Colby & Sons
105 *Creative Playthings
33 *Mrs. Dorothy Damar
39 *J. F. Day & Co.
45 Gerlou Fifth Avenue
87 *Gift Clues
95 The Giftorium
37 *Hammacher-Schlemmer
183 Harry & David Bear Creek Orchards
92 Jacksons
93 *Georg Jensen Inc.
97 *Lighting Mart
35 R. H. Macy & Co.
90 Mermod-Jaccard-King
89 Moseley's
39, 40 Nelmor Jewelers
29 Q. T. Novelty Co.
49 Sawyer Industries, Inc.
49 *F. A. O. Schwarz
91 Stern Brothers
34 Wilson-Jump

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Look for the famous "Peerage" trademark. This imported English brass has an exclusive hand rubbed finish which is lacquered to prevent tarnish and requires no cleaning.

To enhance town, country or suburban interiors — these hanging wall placques portray the "Capitol Building" and the "Governor's Palace" in Williamsburg, Virginia. An exclusive process reproduces these scenes in full color on metal and they are strikingly framed in "Peerage" Brass. 12" diameter, approximately $5.00 each.

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HOW TO RIDE UPSTAIRS

CONTINUED FROM PAGE 314

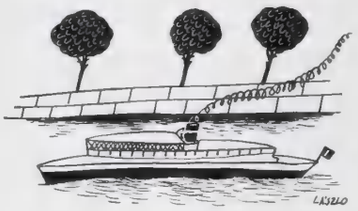
carry from one floor to another.

But what if you're planning a new house anyway? If someone in your family may not climb stairs, a one-story house is probably the best answer to the problem. And there are many other advantages in having everything on one level (even though you can enclose more raw *space*, per dollar spent, in a multi-story box that has less foundation, exterior wall, roof, etc.)

Yet there are cases where you would logically build more than one floor, and hence might well consider vertical transportation in the basic design. For instance: A steeply-sloping lot usually dictates a series of two or more floor levels; and if you have a tiny lot in a densely-populated area, there's only one direction you *can* build, and that is up.

So, whether or not you need ver tical transportation, keep it i mind even when you start to plan new house. It may work out per fectly well to locate closets on over the other, for a possible futur elevator. And you should probabl have a straight stairway anyhov (for everyday safety). This wil make future installation of an in clined stair-lift very simple (se page 316).

There's one other device tha might save you a lot of *work*, ever if you can run up and down stair like a mountain goat: a dumb waiter, either manual or electrical ly-powered. This will cost you any where from about $300 on up t $1800 or so. If you own or plan t own a multi-story house, the in stallation of a dumb-waiter is wel worth your consideration.





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20 MILLING ROAD, HOLLAND, MICHIGAN

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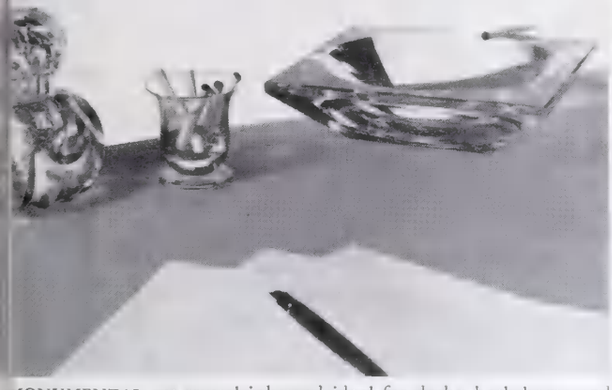
DECEMBER
50¢
55¢ IN CANADA

1950

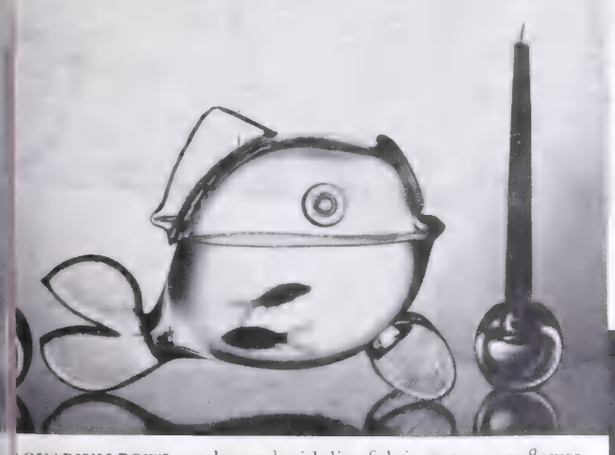
The American Style *in Christmas in Glass*



RISE STEVENS, brilliant star of the Metropolitan Opera and RCA Victor records, puts a finishing touch on a supper table setting of Val St. Lambert crystal.



MONUMENTAL cut-crystal inkstand ideal for desks, both home and office; crystal urn makes cigarettes accessible; nine by nine ashtray, clear and massive, often used by hostesses as centerpiece for flowers.

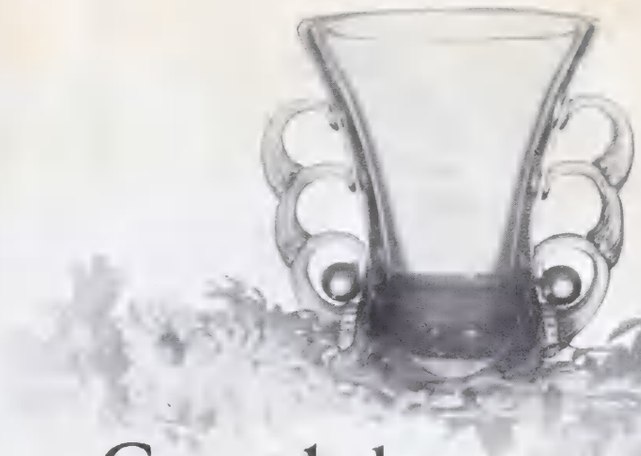


AQUARIUM BOWL can be used with live fish in water or as flower vase. Surrounding crystal candlestick holders also serve double purpose when holding small flowers in water.

VAL ST. LAMBERT, INC.

Nine East 55th Street, New York 22, N. Y.

IN CANADA:



Crystal that sings for your Supper

Many Americans who have been in Belgium will recall the shadowy walls of the thirteenth century monastery which have for the past 125 years sheltered magic skills of Cristalleries du Val Saint Lambert — skills inherited from the old Venetian blowers. Masterful interpretations of this art manifest themselves in the purest lead crystal—the fundamental difference between glass and crystal being the latter's heavy lead content.

Clarity, exceptional light refraction, and musicality are but a few of the attributes of this highly skilled craft. There is no machine process that can obtain such beauty and finish. But with all its gem-like qualities, Val Saint Lambert crystal is utterly practical and sturdy.

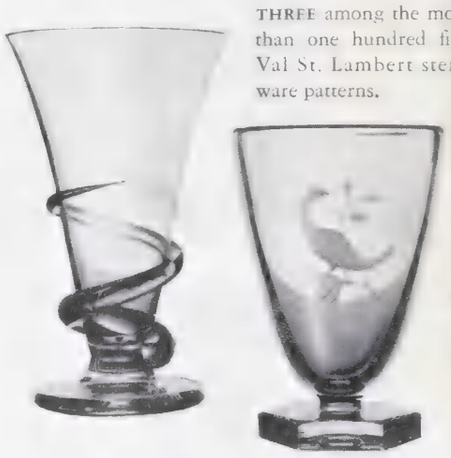
This century-old firm has been blessed with many outstanding designers. One of the greatest of these is Charles Graffart, who recently visited this country and is rapidly becoming famous here for his original and versatile modern interpretations.

Shown here are but a few of the thousands of articles which are entirely executed by hand and available at finer department, specialty and jewelry stores. Names gladly given on request.

• • •

ABOVE, RIGHT: New designs in Val St. Lambert's traditional heavy leaded crystal vases. RIGHT: Three more stemware patterns, cut and clear. BELOW: Several of the many "table jewels" Cristalleries du Val Saint Lambert is often requested to make for heads of state the world over.





THREE among the more than one hundred fifty Val St. Lambert stemware patterns.







Giving or Getting~you'll be proud to say ~ "It's

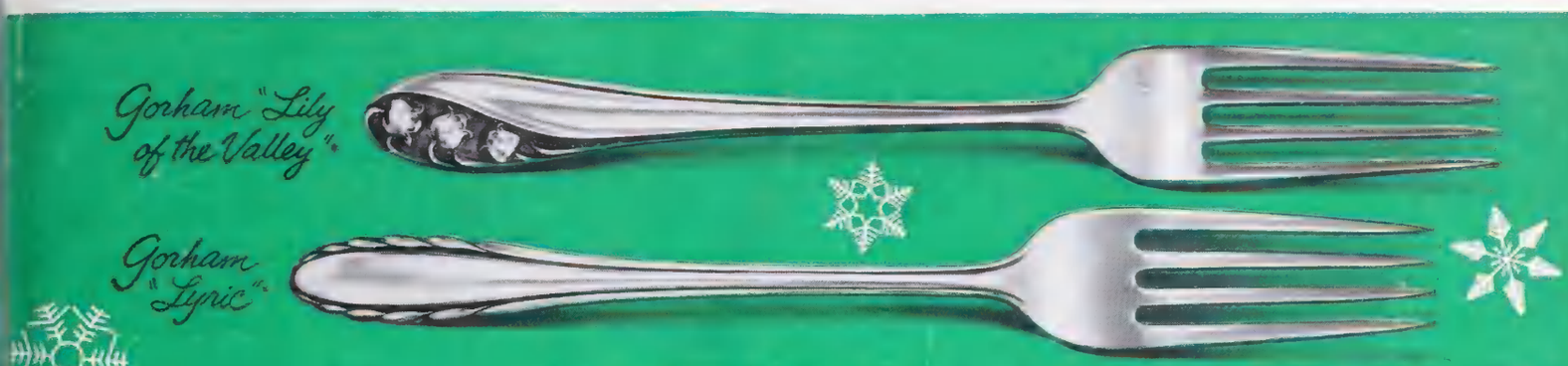
Gifts of solid silver that every woman will treasure always-for as little as $3.25

Nothing could please a woman more than to have you add to her Gorham Sterling set this Christmas. Or *begin* the pattern she favors. Her Gorham dealer can tell you her choice and the pieces she wants and needs. You could start a set of teaspoons (beginning at $3.25 each), or Serving Spoons (starting at $9.25 each), or six-piece place-settings (from $27.75 incl. Fed. Tax). Gorham Serving Pieces and Serving Dishes are available in a complete selection to match or harmonize with each Gorham pattern. But whatever you give, you will have the satisfaction of knowing that nothing is so greatly appreciated and treasured as a gift of Gorham* Sterling. Sixteen patterns to choose from —always-in-fashion, always-in-open-stock. Fourteen patterns shown here. See them at your Gorham dealer's.

ALSO MAKERS OF GORHAM SILVERPLATE, GORHAM SILVER POLISH, GORHAM BRONZE, GORHAM ECCLESIASTIC WARES

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America's Leading Silversmiths since 1831

Gorham STERLING

Prices Shown Include Federal Tax

		"BUTTERCUP"*	"CAMELLIA"*	"CHANTILLY"*	"ENGLISH GADROON"*	"ETRUSCAN"*	"FAIRFAX"*	"GREENBRIER"*	"KING EDWARD"*	"LILY OF THE VALLEY"*	"LYRIC"*	"MELROSE"*	"NOCTURNE"*	"OLD FRENCH"*	"SOVEREIGN"*	"STRASBOURG"*	"VERSAILLES"*
	Teaspoon	$3.25	$3.25	$3.25	$3.50	$3.25	$3.25	$3.25	$3.50	$3.25	$3.25	$4.25	$3.50	$3.50	$4.50	$3.50	$4.50
	Luncheon Knife	5.50	5.50	5.50	5.50	5.50	5.50	5.50	5.50	5.50	5.50	6.00	5.50	5.50	6.00	5.50	6.00
	Luncheon Fork	5.50	5.50	5.50	5.75	5.50	5.50	5.50	5.75	5.50	5.50	7.25	5.75	5.75	7.50	5.75	7.50
	Salad, Pastry or Fish Fork	5.00	5.00	5.00	5.25	5.00	5.00	5.00	5.25	5.00	5.00	5.75	5.25	5.25	6.00	5.25	6.00
	Cream Soup Spoon	4.75	4.75	4.75	5.00	4.75	4.75	4.75	5.00	4.75	4.75	5.50	5.00	5.00	5.75	5.00	5.75
	Butter Spreader	3.75	3.75	3.75	3.75	3.75	3.75	3.75	3.75	3.75	3.75	4.00	3.75	3.75	4.25	3.75	5.25
	Place-Setting (6-piece Luncheon Size)	**27.75**	**27.75**	**27.75**	**28.75**	**27.75**	**27.75**	**27.75**	**28.75**	**27.75**	**27.75**	**32.75**	**28.75**	**28.75**	**34.00**	**28.75**	**35.00**
	Dinner Knife	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.50	6.00	6.00	6.50	6.00	6.50
	Dinner Fork	7.50	7.50	7.50	7.75	7.50	7.50	7.50	7.75	7.50	7.50	9.00	7.75	7.75	9.50	7.75	9.50
	Place-Setting (6-piece Dinner Size)	**30.25**	**30.25**	**30.25**	**31.25**	**30.25**	**30.25**	**30.25**	**31.25**	**30.25**	**30.25**	**35.00**	**31.25**	**31.25**	**36.50**	**31.25**	**37.50**
A	Butter Knife	7.25	7.25	7.25	7.25	7.25	7.25	7.25	7.25	7.25	7.25	7.50	7.25	7.25	7.50	7.25	7.50
B	Butter Pick or Olive Fork	4.25	4.25	4.25	4.25	4.25	4.25	4.25	4.25	4.25	4.25	5.00	4.25	4.25	5.25	4.25	5.25
C	Cold Meat or Small Serving Fork	11.00	11.00	11.00	11.00	11.00	11.00	11.00	11.00	11.00	11.00	12.50	11.00	11.00	15.50	11.00	15.50
D	Cream or Mayonnaise Ladle	5.50	5.50	5.50	5.50	5.50	5.50	5.50	5.50	5.50	5.50	7.00	5.50	5.50	8.00	5.50	8.00
E	Gravy Ladle	10.50	10.50	10.50	10.50	10.50	10.50	10.50	10.50	10.50	10.50	11.50	10.50	10.50	12.50	10.50	12.50
F	Jelly Server	5.75	5.75	5.75	5.75	5.75	5.75	5.75	5.75	5.75	5.75	6.50	5.75	5.75	7.00	5.75	7.00
G	Salad Fork, Serving	13.75	13.75	13.75	15.00	13.75	13.75	13.75	15.00	13.75	13.75	16.25	15.00	15.00	17.50	15.00	17.50
H	Salad Spoon, Serving	13.75	13.75	13.75	15.00	13.75	13.75	13.75	15.00	13.75	13.75	16.25	15.00	15.00	17.50	15.00	17.50
I	Sugar Spoon	5.25	5.25	5.25	5.25	5.25	5.25	5.25	5.25	5.25	5.25	6.50	5.25	5.25	7.00	5.25	7.00
J	Tomato Server	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	14.50	12.50	12.50	16.50	12.50	16.50

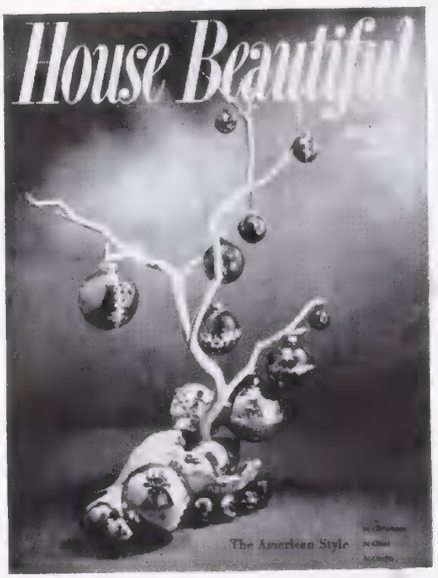
To identify the serving pieces below see keyed price table above.



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Gorham Sterling knife handles are made dent- and rattle-resistant by a new secret process. Ask your dealer to demonstrate.



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• The appropriate sparkle on our cover is a constellation of Christmas balls hung with typically American airiness on the branches of a graceful piece of nature-smoothed wood. Laura McVay, who arranged this dazzle, gilded the glitter by rubber-cementing the balls with sequins and foil paper—an easy trick to do yourself. Photograph by Maynard Parker.

Vol. 92 No. 12

DECEMBER 1950

CHRISTMAS IN THE AMERICAN STYLE

The Eagle on the Christmas Tree....115
American Christmas Has Always Belonged to the Children....116-117
Christmas Comes to Us from All Over....118-119
We've Evolved Our Own Brand of Gleam, Glitter, and Greenery....120-126
Pamper Yourself with a Practical Present....150-155

THE AMERICAN STYLE IN GLASS

Usefulness that Sparkles—the American Style in Glass....127
What Makes the American Style in Glass?....128-129
The Long and Short of a Glass Wardrobe....130-131
Match Your Glass to the Way You Live....132-133
If You Live Informally, But Never Forget the Niceties....134
If There's a Formal Side to Your Scheme of Things....135
Sparkle Makes a Meal a Masterpiece....136-137
Glass Can Shine in More Ways than One....138-139
Any Drink Tastes Better from a Fine Glass....140-141

DECORATING

The American Marriage of Elegance and Easy Upkeep....142-145
How to Stay Home and Go to the Movies....146-149
American Craftsmen Are Proving Everyday Objects Can Be Fine Art....156-161

GARDENING

Give Your Family a Climate-Controlled Outdoor Life....162-164
The Log of the Practical Gardener....204

FOOD AND ENTERTAINING

Pantry Shelf News....104-105
Sparkle Makes a Meal a Masterpiece....136-137
Any Drink Tastes Better from a Fine Glass....140-141
Good and Easy Christmas Cookies....177

HOUSEKEEPING AND MAINTENANCE

It's Worth Mentioning....103
Take It Easy, Lady!....186-187

CLIMATE CONTROL

Give Your Family a Climate-Controlled Outdoor Life....162-164

TRAVEL

How to Leave Home and Like It....110
Take a Trip to a World of New Design....168-169

OTHER FEATURES

Window Shopping....14-102
Records for Christmas....101-102
Start Your Own Christmas Card Art Gallery....109

ADVERTISING INDEX....207

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WINTHROP silver plated service by Reed & Barton $250: coffee pot $80, sugar $45, creamer $30, tea pot $72.50, waste bowl $22.50. The kettle $185, tray $150.*

All yours-by simple addition

So nice to own, so easy to acquire — a beautiful Reed & Barton Tea and Coffee Service to cherish through the years. Choose sterling or fine silver plate in the pattern you prefer. Begin by purchasing the coffee pot — top your Christmas list with creamer and sugar — then look to birthdays, anniversaries and other gift occasions to complete your gleaming Reed & Barton Service, piece by piece.

**All prices include Federal Excise Tax. Under existing conditions the quotations given in this advertisement cannot be guaranteed.*



REGENT silver plated service by Reed & Barton $165: coffee pot $49, sugar $28.50, creamer $27.50, tea pot $43.50, waste bowl $16.50. The kettle $137.50, tray $95.*



HAMPTON COURT sterling service by Reed & Barton $550: coffee pot $160, sugar $108, creamer $65, tea pot $157, waste bowl $60. The kettle and stand $375, tray $485.*



POINTED ANTIQUE sterling service by Reed & Barton $425: coffee pot $143, sugar $65, creamer $52, tea pot $125, waste bowl $40. The kettle and stand $300, tray $415.*

REED & BARTON

SILVERSMITHS THE WORLD'S OUTSTANDING SILVER CRAFTSMEN SINCE 1824

HELPFUL HOSTESS HINTS: For fascinating 52-page booklet, "How To Be A Successful Hostess," send 10c to Box 990, Dept. HB, Taunton, Mass.

Russel Wright

*REG. U. S. PAT. OFF.

american modern*

The gift in perfect taste, for every home! American Modern dinnerware, hand-crafted by Steubenville Pottery, has the timeless beauty of all great designs . . . lending a contemporary accent to traditional settings, or complementing modern! Mix or match Black Chutney, Coral, Granite Grey, White, Seafoam Blue, Chartreuse — it's easy to own sets in several colors at this moderate price. Sixteen-Piece Starter Set — 4 dinner plates, 4 bread-and-butter plates, 4 cups, 4 saucers. **$7.95.** Also in open stock. Write for brochure showing shapes, colors, prices of complete dinner service. Express charges collect. No C.O.D. orders. Also at BURDINE'S, FT. LAUDERDALE.



Burdine's MIAMI
the store for your home

Also available at

LOVEMAN'S, BIRMINGHAM, ALA. • THE HECHT CO., WASHINGTON, D. C. • FOLEY'S, HOUSTON • STRAWBRIDGE & CLOTHIER, PHILADELPHIA • FAMOUS-BARR CO., ST. LOUIS & CLAYTON, MO.

FOR A BRIEF TIME ONLY, YOU MAY NOW OBTAIN

BEAUTIFUL, beautiful BOOKS

LIKE THESE – AT THE SAME PRICE

AS AN ORDINARY NOVEL!



Yes, for a brief time only you may now obtain a Trial Membership in The Heritage Club and thus acquire a collection of the world's classics especially illustrated by the greatest artists and beautifully printed on papers of fine quality

WHEN WE LAY stress upon the fact that this offer can be made for a brief time only," there are unmanly tears on our cheeks.

For we would *like* to be able to offer Trial Memberships to all comers at all times. We would *like* to be able to expand the membership of The Heritage Club, and *expand* it, and *expand* it.

But there is already a scarcity of paper in this country: paper pulp, too, has gone to war. Of the high quality of paper which we use, the supply is so limited as to force us to gnash our teeth in agony. We have been promised just enough additional paper to enable us to take in just one thousand new members at this time. And that is *all* we can take in—which is why we shed these tears.

IF YOU OBTAIN one of these Trial Memberships, you will obtain a series of beautiful, *beautiful* books—at the same price as an ordinary novel. For The Heritage Club distributes to its members "the classics which are our heritage from the past, in editions which will be the heritage of the future." These books are not falsely "de luxe," nor are they old editions dressed up for a new market. They are especially designed by the most famous typographers, illustrated by the greatest of the world's artists, carefully printed by leading printers on fine papers chemically tested to assure a life of at least two centuries, handsomely bound and placed in protective slipcases.

And the members obtain these books for the same price which they are called upon to pay for ordinary novels! Despite increases, general throughout the book business, of 100% in the costs of manufacture, each member is called upon to pay only $3.65 for each book—or only $3.28 if he makes payment in advance!

BUT JUST one thousand Trial Members will be enrolled. If you apply for one of these Trial Memberships (and in time to get one of them!), you will obtain books like these:

Tolstoy's *War and Peace,* with illustrations by Vasily Verestchagin and Fritz Eichenberg; *The Pilgrim's Progress* by John Bunyan, with the water-colors of William Blake; *Great Expectations* by Charles Dickens, illustrated with lithographs in color by the English painter Ardizzone; and *The House of the Seven Gables* illustrated by Valenti Angelo; and *The Way of All Flesh* . . .

Yet, if it should happen that you do not desire to have any of these books, you are given a list of two dozen Heritage books from which you may select substitution titles.

Never in the history of book publishing has a greater bargain been offered to wise buyers of books. The Trial Membership gives you an opportunity to put this statement to the test. Please fill out the coupon printed herewith and mail it to The Heritage Club promptly.

Reservation Coupon

To THE HERITAGE CLUB
595 MADISON AVE., New York 22

Please send me a copy of your Prospectus, in which are described the books to be distributed to the Trial Members during the coming eight months. I understand that you will now reserve a Trial Membership for me, awaiting my formal application.

NAME _____ PLEASE PRINT

ADDRESS _____

CITY _____ STATE _____ HB 158-I

GET BEAUTY, COMFORT AND PROTECTION WITH ECONOMY IN A CONCRETE HOUSE





Beauty Concrete imparts beauty, character and charm to any house because concrete masonry units can be laid in a wide variety of pleasing and distinctive patterns. The walls can be left in their original soft gray tones or painted any color with durable portland cement paint. Or, if you prefer, they can be stuccoed in one of many beautiful textures with long-lasting portland cement stucco.

Comfort A concrete house provides year-around comfort in any climate. In northern states and Canada all houses need insulation; a concrete house is easy to insulate. You can count on a concrete house being warm in winter and cool in summer. And inasmuch as it is weathertight, your concrete house will stay clean and dry in all seasons.



Protection A house with concrete walls, concrete subfloors and a firesafe roof provides the maximum firesafety. *Concrete can't burn*! Sturdy concrete also will stand stanch against such destructive forces as storms, termites and decay.

HOW TO GET A CONCRETE HOUSE

. . . and what will it cost?

Visit or call your local concrete masonry manufacturer for names of architects and builders experienced in concrete house design and construction. Have the architect of your choice show you how to build your house economically with concrete walls, concrete subfloors and a firesafe roof. For more information write us for "*Why People Like Concrete Homes.*" Free but distributed only in U. S. and Canada.

Architect-Designed Houses Stay Young Longer

Economy A concrete house gives you more for your dollar. First cost is moderate compared with other quality construction. It lasts longer, requires less upkeep and needs fewer repairs. These factors add up to your assurance of a lifetime of dependable, ***low-annual-cost*** shelter.

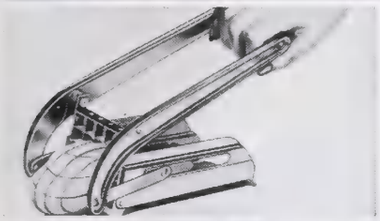


PORTLAND CEMENT ASSOCIATION

Department 12-19,
33 W. Grand Ave., Chicago 10, Ill.

A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work

New Ideas and Inventions that SAVE TIME, WORK, MONEY in Your Home!



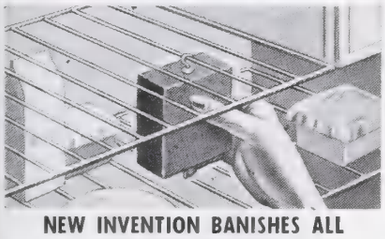
CUTS 24 PERFECT "FRENCH FRIES" —IN ONE STROKE!

Here is the first professional type potato and food chipper to be sold at a popular price. Simple, sturdy, easy to use. Just insert a whole potato, press the handle, and *presto!*—you have 24 perfect "French Fries" ready for cooking! It's wonderful for dicing carrots, beets, celery, salads. Mrs. Damar's Food Cutter is made exclusively for us in rust-defying steel with a gleamingly plated finish. Easy to keep clean and absolutely safe to use. Weighs 1½ pounds. And it comes attractively boxed, too . . . makes an ideal gift. **$2.98**



FRENCH CHEF'S GARLIC PRESS GIVES ALL-OVER GARLIC FLAVOR!

Here's how famous French and Italian chefs impart subtle, *all-over* garlic flavor to foods —*without* garlic lumps, slices or "hot" areas. Just a slight pressure on this durable, aluminum Garlic Press converts garlic cloves to a smooth creamy *paste* that *blends* into your recipe. No more solid particles to spoil the delicate taste . . . no more surface or "high point" seasoning. Also helps keep hands free from odors. Ideal for crushing whole peppercorns, allspice, fresh mint, cloves, parsley, etc. **$1.98**



NEW INVENTION BANISHES ALL REFRIGERATOR ODORS!

It's easy to keep your refrigerator fresh and sanitary at all times! Just hang Sani-Aire in your refrigerator—then forget it! Sani-Aire absorbs all the odors and prevents one food from picking up the odor of others. Lasts 3 to 4 months—then can be recharged simply by placing it in an oven for half-an-hour. **$1.00**



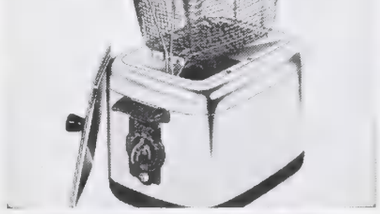
TINY CLOTHES-DRYER HOLDS 84 PIECES OF LAUNDRY

Here's a clothes-dryer that actually gives you 33 feet of drying space, enough room to hang 84 pieces of laundry—yet takes up only 3 feet of space in use . . . and folds up in a closet corner when not in use! You can rig Dry-More in a jiffy—over bathtub or sink—and let the water drain off. Comes complete with hanger hooks and sturdy, smooth spring clothes pins that will not catch or snag on even your sheerest nylons and daintiest lingerie! **$3.98**

from Mrs. Damar's Kitchen Korner

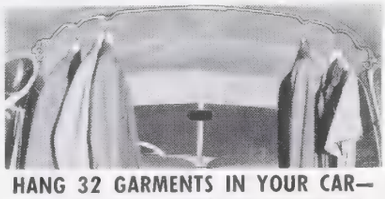


LIKE most homemakers, I'm always delighted when I discover a new gadget or invention that shows me how to save time, effort or money around the house. Here are a few of my favorites . . . perfect for *your* household needs—or for exciting, useful gifts. If you fill in and mail the coupon now, I will send you any or all of these "housewife's friends" (beautifully gift wrapped, upon request) for 10 days free trial. Unless you find that they literally take your household chores out of your hands, send them back to me and I'll refund your full purchase price at once. For extra hours of work-free time . . . or for wonderful gift items . . . mail the coupon *now*.



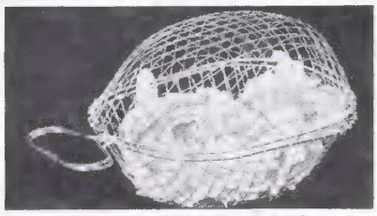
MAKE DELICIOUS FRIED FOODS THE SMOKELESS, CRISPY WAY!

Here's the latest in a deep-fat fryer for making delicious Southern Fried Chicken, French Fried Potatoes, Doughnuts, Oysters, Frankfurters, etc. Just turn the dial to desired temperature and you're set. There's no fuss or muss or smoke in the kitchen with this scientific *Fryryte*—and no "hot spots" to cause burning. Heating element is evenly distributed—food fries *all-around* in *one-third* the time! Fat remains in unit for repeated use. Mirror-chrome finish and aluminum well—very easy to keep clean. Capacity, 4 lbs. shortening or 4 pints oil. UL-approved, operates on 110 volts, AC only. Requires no maintenance. One-year written guarantee. **$26.95**



HANG 32 GARMENTS IN YOUR CAR—END PACKING TROUBLES ON TRIPS!

Amazing *Hang-All* Auto Wardrobe Rack fits flush with the roof of your car *above* doors or windows. Does not obstruct rear view vision or touch doors or windows. Attaches, or detaches in seconds to *any* car. Supports 100 lbs. of clothing full length.
Nickel-Plated..$3.98 Chrome-Plated..$4.98



NEW EASY WAY TO WASH SALADS, VEGETABLES, ETC.

Now you can be sure that the salads you serve will always be cold, crisp, clean! Just insert salad greens into this wire basket, hold under cold water, then shake dry! This Salad Washer from England quickly cleans all vegetables—ideal for de-sanding spinach. **$1.00**



FAMOUS COFFEE MAKER DOUBLES AS A BEAUTIFUL TEA POT!

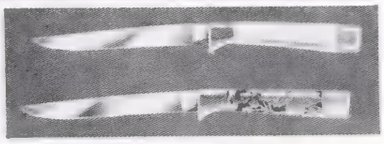
Serve the finest brewed coffee (or tea) and grace your table with this six cup *Tricolater* Coffee Queen. Makes delicious, rich, full-flavored coffee *with no bitterness*, because it actually drip-filters the coffee *three times* . . . yet takes no longer to make than ordinary drip coffee. Coffee Maker is of burnished aluminum. Heat-resisting genuine Hall China pot is perfect for both brewing and serving tea. **$4.95**
700 Extra Fiber Filters $1.00

COLORS: Yellow, Green, Ivory, Blue



ELECTRIC XMAS BELLS SWAY AND TINKLE—AUTOMATICALLY!

Just plug these gaily-colored 2" Xmas bells into any electrical outlet and they fill the air with their cheerful tones. A lovely rainbow of red, blue, green and gold bells will sway and tinkle *automatically*. String them around Xmas tree or hang over doors. 5-bell set. **$4.98**



LUXURIOUS STEAK KNIVES— GUARANTEED FOR A LIFETIME!

Carvel Hall Cutlery is preferred by famous hostesses the world over for its superb craftsmanship, exquisite styling and lifetime utility. With all their loveliness, these Steak Knives are made to *use* as often as you like . . . without danger of chipping, tarnishing or dulling. The chrome-vanadium steel blades are microned . . . scientifically honed to a razor-sharp edge . . . *with a lifetime service guarantee!* You have a choice of two beautiful sets—each contained in a handsome "Jewel Box" plastic case which may be used to store the knives when not in use.

VOGUE Pattern

Ivory Lustrex handles for use with practically any table appointment . . . add a touch of beauty to the finest or the plainest table.
Set of 6 in "Jewel Box"....$18.00

REGAL Pattern

Handles of rich Ebony Lustrex overlaid with a delicate pattern of fine silver filigree that will not rub, wash, or wear away.
Set of 6 in "Jewel Box"....$30.00



NEW INDOOR CHARCOAL-BROILER MAKES CHARCOAL-BROILED FOOD RIGHT AT YOUR TABLE!



Yes, now you can actually charcoal-broil foods right in your own home — *even at your own dining room table*—with *Charcook!* This new barbecue broiler is easy to use—requires no matches, no kindling. Just place a few pieces of charcoal in the bottom—set it over your gas or electric stove for a few seconds . . . it ignites at once, then burns for hours without attention. Steaks, chops, fish, fowl, etc. come "hot off the grill" with all that tantalizing charcoal-broiled flavor sealed right in! *Charcook* is clean to use—proven over 90% smokeless. Made of nickel-plated steel with 10½" grill. Ash and drip pan eliminates dirt and grease. Large bag of finest hickory and hardwood charcoal included. **$4.95**
(Please add 25¢ for postage)

ORDER DIRECT—USE THIS COUPON



☐ **FREE CATALOG.** Check here if you wish to receive your *free* copy of Mrs. Damar's catalog . . . listing and illustrating scores of money-saving and time-saving inventions for the home.

Mrs. Dorothy Damar, Dept. HB-12
22 Treat Place, Newark 2, New Jersey

Please send me, postpaid, the items I have checked at the right. I enclose $..... in full payment. They may be returned within 10 days for full purchase price refund if not completely satisfactory.

☐ Send C.O.D. On arrival, I will pay postman $....., plus postage and shipping charges. Same money-back guarantee applies.

NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

We GUARANTEE delivery in time for Christmas if we receive your order by December 16th.

CHECK ITEMS YOU WISH TO EXAMINE:

- ☐ Mrs. Damar's Food Cutter....$2.98
- ☐ Mrs. Damar's Garlic Press....$1.98
- ☐ Sani-Aire Block....$1.00
- ☐ Dry-More Clothes Dryer....$3.98
- ☐ Fryryte Deep Fryer....$26.95
- ☐ Hang-All Auto Rack (Nickel-Plated Model)....$3.98
- ☐ Hang-All Auto Rack (Chrome-Plated Model)....$4.98
- ☐ Salad Washer....$1.00
- ☐ Tricolater Coffee Queen....$4.95
  - COLOR .....
  - ☐ 700 Extra Filters....$1.00
- ☐ Electric Xmas Bells....$4.98
- ☐ Indoor Charcoal Broiler (Add 25c for postage)....$4.95
- ☐ Carvel Hall Steak Knives (VOGUE PATTERN)....$18.00
- ☐ Carvel Hall Steak Knives (REGAL PATTERN)....$30.00

Mrs. Dorothy Damar 22 Treat Place, Newark 2, New Jersey



Dear Cornelia: You are so forehanded, especially with Christmas plans and shopping, I cannot resist telling you that this year I am as ready as you. But over and above this self-congratulation, I wish to acknowledge how you helped me solve my gift problem.

You will remember the lovely Crane's Paper you gave me last Christmas. I know you do, for you have had more than the usual number of letters from me, because of it. Well, I thought, if that is what happens to you in giving Crane's, maybe it might happen to me. So I have made my selections, while the selecting was good, and time was on my side for the die-stamping of some of the paper and the engraving of our Christmas cards. I had quite a field day and I am sure the parcel man thought I had bought out the department when he delivered the carton.

It is too early to send you a Christmas message. That will come in good time. Edgar sends his love and thanks you for helping to rescue him from the crush of Christmas.

Affectionately

Marjorie

For all you would remember well and be well remembered for your good taste and thoughtfulness . . . there is no gift more appreciated than Crane's Fine Papers. The choicest materials—cotton and linen fibres—the skill and craftsmanship of nearly 150 years of paper making, is revealed in every sheet of Crane's, in every paper made by Crane. No other papers afford so much pride and pleasure in their use or serve so many important purposes with such distinction.

Crane's

FINE PAPERS

FOR SOCIAL AND BUSINESS CORRESPONDENCE • CURRENCY SECURITIES • TRACING • CARBON • BIBLE PAPERS

MADE IN DALTON, MASSACHUSETTS • SINCE 1801

The right tablecloth

makes all the difference in the world!



A Quaker Lace Cloth is so beautiful that the whole table seems to glow... food looks more inviting... your settings take on sparkle. But beauty is only part of the story... a Quaker Lace Cloth is so inexpensive and practical, you'll use it every day. Easy to launder and sponge out spots. Seasoned homemaker or new bride ...your home isn't complete without a Quaker Lace Cloth!

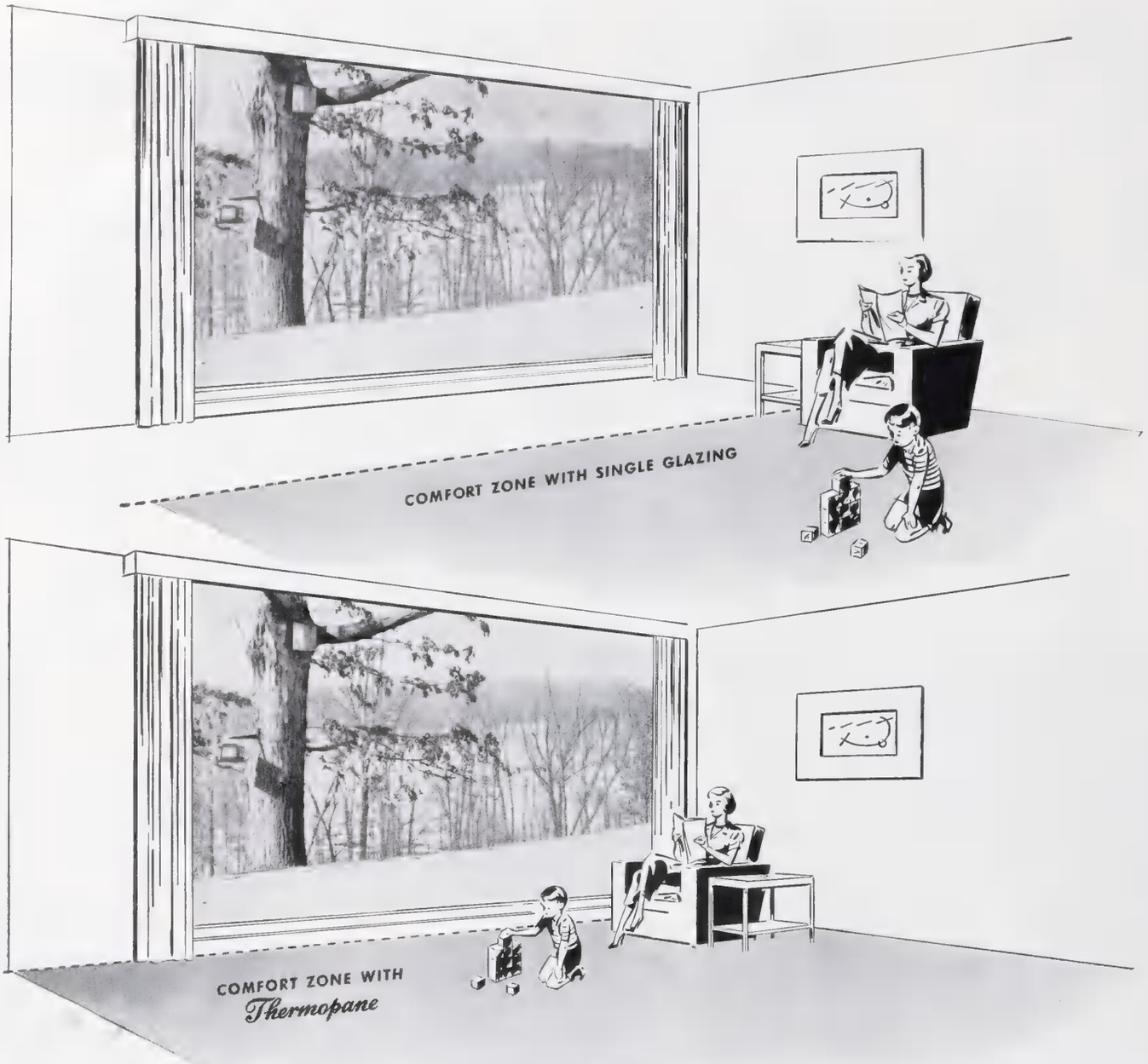
Quaker

LACE CLOTHS



Quaker Lace Company, Philadelphia 33, Pa.
Sales Office: 330 Fifth Ave., New York 1, N.Y.
Also makers of Quaker Net Curtains and Quaker Nylon Hosiery

Countess Pattern No. 6230
Pat. applied for.



½ inch ADDS feet TO A ROOM

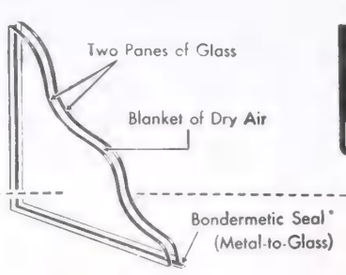
Where building budgets restrict floor space, *Thermopane** insulating glass in the windows becomes doubly important. *All* of the room is usable because the inner pane stays warmer in winter and downdrafts are minimized.

Areas next to windows stay comfortable and furniture can be placed for maximum convenience. An unused "low-comfort zone" is expensive to build. A window wall of *Thermopane* to give the feeling of spaciousness and to allow full use of the room is the economical solution.

The ½-inch insulating blanket of dehydrated air sealed between the panes of *Thermopane* does the trick. Builders now are erecting *Thermopane* window walls at little or no advance in cost over conventional wall construction. For design flexibility and building economy, *Thermopane* is made in over 80 standard sizes. For details, write for our *Thermopane* book.

*®

FOR BETTER VISION SPECIFY THERMOPANE
MADE WITH POLISHED PLATE GLASS



LOF GLASS

Thermopane

MADE ONLY BY LIBBEY·OWENS·FORD GLASS COMPANY

40125 Nicholas Building, Toledo 3, Ohio



All through the house...

IRISH LINENS

now most invitingly priced!

To every room in your home—bedroom, bath, kitchen, dining-room—Irish Linens lend a traditional feeling of gracious living. And Irish Linens so happily suit your tastes, needs and budget. They satisfy your instinct for beauty, your sense of economy. For genuine Irish Linens not only last and last, but are now most attractively priced. Make sure you get *genuine* Irish Linens. They're marked "Irish Linen" or "Made in Ireland."

If you love them yourself, why not give them to someone you love for Christmas



Irish Linen sheets and pillowcases are so magnificently luxurious...so durable and practical, too—the longest-wearing sheets and cases money can buy!



Irish Linen towels are so easy to launder...lipstick and other stains come out easily, quickly.

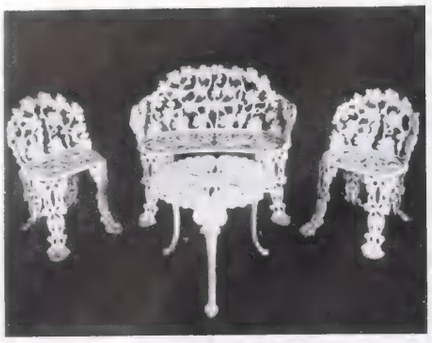


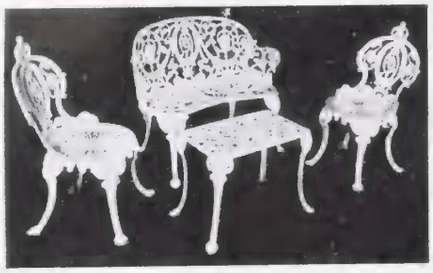
Irish Linen kitchen towels are super-absorbent, lint-free—give glasses, china and silverware a brilliant sparkle. Nothing like them for wear.

Irish Linen huck towels are a favorite with men—dry quickly, leave no lint on face or clothing.

Look for these and other fine Irish Linens at your favorite store

THE IRISH LINEN GUILD IRISH LINEN LOVELY LASTING ECONOMICAL 1270 Avenue of the Americas, New York 20, New York





Send check or money order. Crated free. Pay freight or express when you get furniture.

AVONDALE FOUNDRY CO.

SPECIAL PRICES on this Cast Iron Furniture

Also in Cast Aluminum

Set #1 Grape Design

1 settee	$25.00
2 chairs at $15.00 ea.	30.00
1 table	12.50
Total	$67.50
Our Special Price	**$49.50**

Set #2 Classic Design

1 settee	$22.50
2 chairs at $15.00	30.00
1 table	12.50
Total	$65.00
Our Special Price	**$59.95**

Painted in Permanent white. Sturdy. Graceful. Made by expert iron craftsmen.

2500 27th Ave., N., Birmingham, Ala.



HERE COMES CHRISTMAS IN AN OLD-FASHIONED SLEIGH

Cleverly wrought of wire, this little Sleigh is one of those holiday decorating favorites you'll display year after year on your festive table or fireplace. Wonderful as a centerpiece filled with fruit or candy . . . an inspired holder for Christmas cards or tiny gift packages. 9 inches high. Sleigh only, post paid **$3.95**

Send check or money order (no C. O. D.'s)

The Mill Post

Box 31, Edina Branch, Minneapolis 10, Minn.



HOLIDAY decorations *from Oregon*

From the evergreen forests of the West. Centerpieces of holly, spruce, juniper, yew and cedar. Complete with candle. A gift of beauty that lasts beyond the New Year. $6.00, $7.50, $10.00 postpaid.

Glorious holly wreaths heavy with brilliant red berries. $5.00, $7.50, $10.00 postpaid.

Large boxes of holly, $5.00, $7.50, $10.00 postpaid.



Tommy Luke

Flowers for over 40 years

PORTLAND, OREGON



For your centerpiece, mantle or table this glistening copper Angelabra is both beautiful and unusual. Heat rising from 3 candles turns upper portion . . . the angels fly and softly strike bells with their wands.

Complete with candles only **$2.95**

Add 25c postage — No C.O.D.'s

studio shop 557 Boylston Street, Boston 16, Mass.



POTTERY PRAYER STICK $3.25

A Byzantine Madonna of ancient design . . . a charming example of the reverent skill of the peasant potters near the Bay of Naples. Traditionally colored in brilliant glaze this figurine has been a symbol of religious devotion for centuries. A wonderful gift for the shrine or personal reverie. 13¾" h, $3.25 ppd. Sorry, no COD's

Carbone INC

342 Boylston St., Boston 16, Mass.



Window

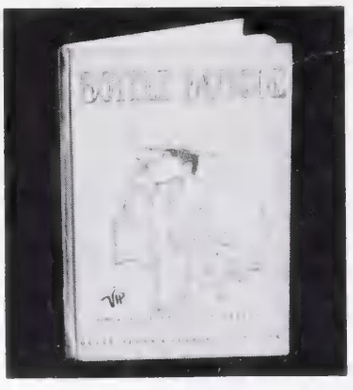
Merchandise, except personalized items, may be returned for refund by firms involved. Prices subject to change. Happy Window Shopping!



HOWDY DOODY EAR MUFFS. Have you ever seen more cheerful earfuls than these? The 3-dimensional images of Howdy Doody, Clarabell, and Flubadub are molded on non-breakable, lightweight Vinylite plastic. The mouton-fur trim is toasty protection against Jack Frost, and the adjustable frame fits all head sizes. Just $1.25 ppd. from Mary Amanda Studio, 191 E. Walton Place, Chicago, Ill.



A WRAPARONG FOR HER, a Snaparong for him, and you have a peach of a pair. There's nothing like them for after the shower, shaving, setting your hair. Both are made of white or yellow terry cloth, both come in small, medium, or large with small, med., or large terry scuffs. Lady's set $5.95, man's $4.50. Add 25¢ post. Each is gift boxed. Franklin-Bayer, The Linen Shop, 630 N. Michigan Ave., Chicago.



"BOTTLE FATIGUE," by VIP (V. F. Partch II) is a report on Alcohol and Man, mostly in pictures, with terse and *very* "cherce" captions. If you've ever forayed into the shadowy land beyond the olive in the bottom of the fifth martini, you'll be struck with a shuddering familiarity in the sketches. $1 postpaid. The Game Room, 1538 Connecticut Ave., Washington 6, D. C.



MUSICAL ALTAR. As a lovely reminder that it is The Christ Child's birthday we are celebrating, we show you this superb altar. When the light shines through the translucent ivory plastic, and the moving strains of Gounod's "Ave Maria" soar from the Swiss music box, your heart will be filled with "Hosannas." With bulb, cord, and plug, 11" high, $9.95 ppd. The Fitzgeralds, 545 Fifth Ave., N. Y.

Shopping with Pat Gunan



MONOGRAM SUGAR CUBES. Here is the most intriguing idea we've come across. For your Canasta luncheons, your tea parties, your after-dinner coffee, serve sugar cubes that are deliciously monogrammed in ice blue with one or two initials. Gift box of 30 cubes, $1.25; 60 cubes, $2.39. Ppd. Miles Kimball Co., 33 Algoma Blvd., Oshkosh, Wisc.



WHAT'S A CANDYGRAM? It's a box of superb chocolates, and each box top—individually made—carries a personal message from you, telegram-fashion. But greeting is not limited to any number of words. Send name and address of person it's going to, message, and how you want it signed. $2.50 per lb. Available 1- or 2-lb. boxes. Postpaid from The Maramor Co., 137 E. Broad St., Columbus, Ohio.



LIVE LOBSTERS by mail! And they're *guaranteed* to arrive live, within 1,800 miles, on delivery date you specify. They even come in a Ready-to-Cook container. Gift certificates available. Order by number. (1) 8 1-lb. lobsters and ½ peck of steamer clams, $13.35; (2) 16 lobsters and peck of steamers, $20.25; (3) 10 lobsters, $13.80; (4) 20 lobsters, $21.25. Ppd. Saltwater Farm, Damariscotta, Maine.



NAUGHTY ANGELS. Their celestial backsides *must* bear the imprint of a saint's hand, for surely such pitchfork impishness would try the patience of heaven. Choir books forgotten, halos askew, they substitute sling shots for Glorias, ear-waggling for meditation, the tip of an impudent tongue for angelic expression. Imported bisque, 3½" tall, $2.50 for 4; 75¢ each ppd. Helen Gallagher, 413 Fulton St., Peoria, Ill.



MEN'S PLASTIC TRAVEL CASE



Here's the answer to that familiar "What in the world can I give him" question. This unique plastic kit in black or ivory is practical for pocket, office or guest room. Holds razors and blades, shaving cream, nylon tooth brush and standard tooth paste. *First name hand painted on cover.* **$1.75** *postpaid.*

Also comes with just tooth brush and paste, good for the youthful traveler. *With name,* **$1.25** *postpaid.*

COMPLETE HOSTESS SET



Perfect gift for anyone who entertains.

Contains: 75 luncheon napkins, 50 cocktail napkins, 40 metallic matches, 25 coasters.

Each item imprinted with host's and hostess' name or monogram. In two-tone color effects: red with pink, yellow with brown, light green with dark green, light blue with dark blue. **$3.50** *complete, postpaid.*

Evelyn Reed

Mail Orders Filled Up To December 19th
Write for FREE Christmas Catalogue.
538 Madison Avenue, New York 22, N. Y.



For CHRISTMAS—Put ST. FRANCIS in your Garden

That Birds may flock to the bowl at the feet of their Guardian Saint for their baths all year around. Figure, light terra cotta, 26 in. high. Bowl, turquoise glaze lined, 18 in. wide. $25.00 f.o.b. New York. Write for illustrated Catalogue of lovely Garden Ornaments: $5 to $1,500.00.

10c, please, for mailing.

You will enjoy visiting our Galleries.

Erkins Studios
42 West 40th St. New York City 18, N. Y.



MUSICAL Nativity Set

"Silent Night" tinkles the Swiss Music Box, and a small electric bulb throws its radiance on an re-enactment of the first Christmas in a stable in Bethlehem. The figures of the Nativity Set are made of plastic marble, nicely colored, and measure about 3" high. The stable, with angel over the entrance, consists of 16 pieces.

$7.98 prepaid.
No C.O.D.'s. Write for Gift Catalog

The Children's Shop
West Hartford 7, Connecticut



Bright New Christmas Tree

Already decorated with colored ornaments, absolutely fireproof, and self-illuminated to catch every eye. Shimmering aluminum foil, with inner light twinkling through a myriad of tiny openings. Stands 22" high, brightens mantel, table, window, or counter. Silver only, complete with electric cord and bulb, $4.95 each postpaid. Send check or money order (no C.O.D.'s) to

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A GIFT THAT GROWS

Three selected Narcissus bulbs for indoor blooming in the winter. Will not start to grow until opened and watered. Planted in bronze plastic 4½" pot with saucer attached. Packaged for us by one of the world's largest bulb companies. A wonderful spot of cheer. Shipped from Nov. 1 through March only.

$1.10 postpaid.
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EDITH CHAPMAN
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LUSCIOUS DELICACIES
for Your Holiday Table!



PHEASANT GIFT BOX

Succulent, full-flavored pheasants . . . heavy with luscious breast and pearly-pink dark meat . . . gorgeous in their brilliant plumage. Beautifully boxed with seasoned game sauce and wild rice . . . a wonderful way to wish your favorite gourmet a Merry Christmas!

1 Brace Pheasants in Feather
1 lb. package Wild Rice
14 oz. bottle Game Sauce a la Chasseur
$15.00 postpaid

Brace of Pheasants only .$12.00 postpaid
Brace of Pheasants, Dressed and Cleaned..$14.50 postpaid



CHEESE IN WINE

Cheese par excellence . . . smooth, flavorful, delicious! Package contains Cheddar and Stilton in Port Wine, Blue Cheese in Brandy—each slowly cured and aged to bring you the epitome of eating pleasure.

Set of three 4 oz. crocks.$3.25 postpaid
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Write for Catalogue "B"

Vendôme
Est. 1914 — Our 36th Year
415 MADISON AVENUE
New York



Present Perfect

Be sure to save your next wedding or party invitation, because it plays a star role in your gift to the bride or hostess . . . Send it to us, and we mount it on either an antiqued white and gold metal waste basket, or on a new 12" x 16" tray. Lacquered for permanence.

$8.25 each
sorry, no c.o.d.'s

Page & Biddle, Inc.
21 Station Road Haverford, Penna.



Hostess Cart

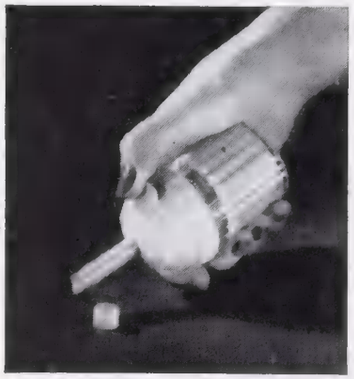
Classic beauty in a folding cart of solid mahogany; removable tray has solid brass pierced gallery. Graceful Duncan Phyfe type legs; brass claw feet and casters. 26¾" long; 19½" wide; 26½" high. Stand folds easily for convenient storage. Immediate delivery. Prepaid..... **$50**

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HOUSE AND GARDEN STORE
524 N. Charles St. ▪ Baltimore 1, Md.

Window Shopping



MUSTARD DISPENSER. Here's as sensible a gadget as we've seen in ages. It's a plastic jar for mustard with a plunger top that dispenses it directly onto your sandwich or plate. That inconvenient middleman, the mustard spoon, is eliminated. And good riddance! It's equally fine for catsup. You'll want several of them, and the price is just $1 each ppd. Damar Distributing Co., 22 Treat Place, Newark 2, N.J.

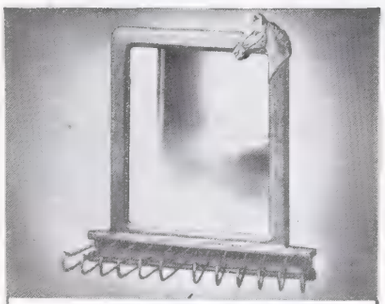


THE CHILL IS GONE with Sung-A-Bed, the new Electric sleeping pad that covers the top of mattress. Because heat naturally rises, a light covering is all you need. It maintains a gentle heat 2 to 4 degrees above body temperature. Fine for blanket-kicking youngsters, invalids, arthritics. Washable. Full or twin size, $21; crib size, $15.50 ppd. Elron Products, 156 W. Chicago Ave., Chicago 10, Ill.



DON'T FORGET FIDO when you're hanging stockings in the warm all-togetherness of Christmas Eve. Line his up with the rest of the family's, and he'll be as excited as a small boy with his first bicycle. Stocking is filled with surprises chosen to warm a puppy's heart. There's a rubber peppermint stick, a new rubber block, rubber mouse, etc. $1.50 ppd. The Dog Shop, 51 Washington St., Wellesley Hills, Mass.

(*Continued on page* 21)



MIRROR TIE RACK!

This distinctive **NEW MIRROR TIE RACK** is *sure to please* every man you know. Handsome pressed wood frame carved by master craftsmen has appearance of leather. Rich mahogany finish. Tie Rack easily displays 4 dozen ties . . . the glass Mirror helps to tie a neat knot. Hooks on back for easy hanging. Size 12" x 12¼". Satisfaction guaranteed. **SEND PAYMENT WITH YOUR ORDER . . . . NOW!**

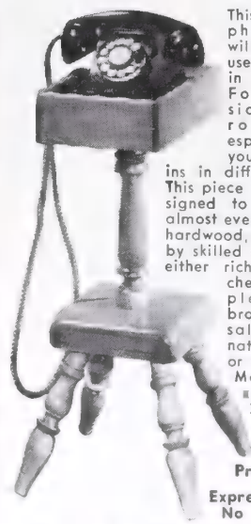
3.95 *each*

Immediate Delivery

Add 35c for mailing cost. (55c west of Miss.)

Whims
Department J
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SYRACUSE 10, N. Y.

"HOLD THE PHONE"



This unique telephone stand will serve many useful purposes in your home. For the bedside, living room, den, especially when you have plug-ins in different rooms. This piece has been designed to fit in with almost every period. All hardwood, hand made by skilled craftsmen, in either rich mahogany, cherry, red maple, golden brown antiqued salem maple, natural blond, or walnut finish. Measures 11¾" x 7½", height 23½".

Price $13.50
Express collect. No C.O.D.'s.

Orders received by December 14th will be shipped for Christmas.

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of odorproof, leakproof composition, you'll empty the kitchen, nursery or bathroom refuse. 12-quart bag lifts off hangers for disposal. Pedal-operated shutters keep it tightly closed. Refuse never touches metal. Red, white, or yellow enamelled base. With 12 bags.

$4.98 ppd., 17 extra bags, 50¢

Attach any appliance

to metal, glass, tile, any flat impervious surface with Perma-Vac. Holds up to 185 pounds. Won't mar surfaces. Absolutely permanent. Brute force can't remove it until you release the tension that maintains the vacuum seal.



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Ideal Gift for Christmas, Birthdays, Anniversaries — 12" size **$6.95**

Genuine California Redwood Lazy Susan, hand turned, ball bearing, felt base. Choice of colorful ceramic dishes: green, chartreuse, maroon, grey, yellow, blue. Insured & ppd.

Size	Lazy Susan only	Lazy Susan with Ceramic Dishes
12"	$3.25	$6.95
16"	4.50	9.95
20"	7.95	13.95
20" DeLuxe	—	16.95
24" DeLuxe	10.95	19.95

(Specify light or dark wood)

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Studio "H" **DEE'S REDWOOD PRODUCTS**
2199 Folsom St. San Francisco 10, Calif.

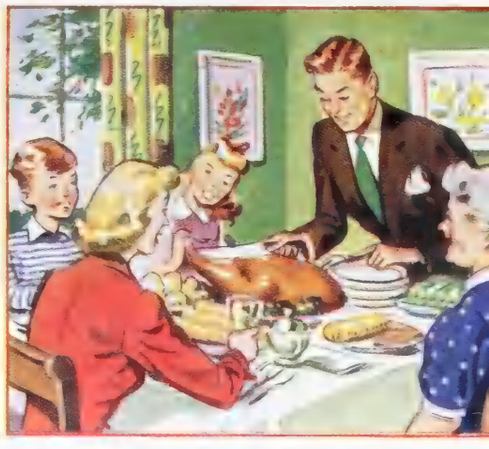
Food Bank



re's the one bank that is open Christ- s day! It's a Deepfreeze Home Freezer d bank with the year's best of foods on osit for the holiday dinner. You see, this dern woman accumulates vast quantities varieties of foods by depositing them safekeeping in her Deepfreeze Home ezer. She serves *any* food simply by drawing it and thawing it! • You too can o "banker's hours" with a Deepfreeze ne Freezer because you can cook ahead, e ahead, buy ahead and make one osit to cover many withdrawals. Your pfreeze Home Freezer food bank pays rest, too, in the many hours and labor d, in the economies of buying in ntity when quality and price are right! his Christmas, give yourself the gift gives and gives and gives . . . a won- ul Deepfreeze Home Freezer food bank!



YOUR FOOD BANK lets you deposit foods at their season's best to serve in *later* months when they are otherwise unavailable. And, you shop once for *many* meals. You cook and bake ahead these foods bought in quantity when quality and price are right. Think of the savings of time and money.



CHRISTMAS CLUBS make the holiday a care time! Your Deepfreeze Home Freezer food b makes the holiday dinner a work-free enjoym Serve the year's best dinner of foods that k no season, cooked and deposited in your Deepfr Home Freezer days, weeks and months ahead.

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This luxurious solid silver is fashioned by master craftsmen of long experience . . . and brought to you by a foremost maker of fine things for the home. A trained sterling silver specialist will show you the lovely, permanent Westmorland patterns — by appointment. You'll choose your favorite in the familiar, unhurried atmosphere of your own home.

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The things you own — are *you*



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This rams-head mark means highest quality in sterling silver.

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Regency — vellum. 24 sheet ensemble, 24 matching envelopes. White, ivory, blue, pink, green. Only $1.

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Traditional — vellum. 30 decorated sheets, 24 envelopes. White, blue, pink, green. Only $1.50.

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Give a gift of high fashion that every single person on your Christmas list will welcome . . . Montag's Fashionable Writing Papers. A gift that will be used and enjoyed for months to come! Montag's fine rag content papers are so dramatically packaged that they scarcely need any colorful Christmas wrappings! They look so lavish . . . cost so little! $1 will buy a box anyone prizes . . . $2 will buy a sumptuous stationery gift. At finer department and stationery stores everywhere.

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America's Finest Handmade Milk Glass

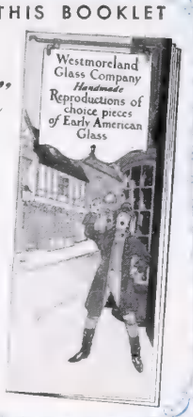
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"Reproductions of Early American Glass"



This 32-page booklet illustrates many choice pieces of Westmoreland's handmade reproductions of Early American glass, milk glass, blue glass, black glass and crystal.

Sent for 10¢ in coin.

WESTMORELAND GLASS COMPANY

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Handmade Glassware of Quality

Since 1889

Window Shopping

CONTINUED FROM PAGE 16

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CHRISTMAS ANGEL. It is arrestingly modern, yet the spirit it portays is as old as the First Noel. One of an exciting collection of new ceramics, designed and signed by famous American painters and sculptors, it is executed in Stonelain, a stoneware with a porcelain texture. White or mauve, mounted on an ebony base, it's 9" high, $12.50 plus 75¢ shipping. Associated American Artists, 711 Fifth Ave., N. Y.



GIVE HIM A HOT FOOT. Just to look at these is enough to make your toes curl with anticipation. They're genuine hand-sewn moccasins, made from mellow saddle leather. The double-thick lamb's wool lining and the reinforced saddle are happy feats for happy feet. Grand for after-skiing and drafty dormitories. For men and women, sizes 4-13. $8.95 plus 25¢ post. Fellman, Ltd., 41 W. 43rd St., New York 18.





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Charming Planter Lamp adapted in detail by HARSHAN Craftsmen from an original cobbler's bench now in a Rhode Island museum. In the drawer and bench stalls put your cigarettes, matches, cards, etc. Skillfully handcrafted in hardwood, in mellow provincial maple finish, hand rubbed. Shade is shantung over parchment 16"x12"x10" in your choice of pale dawn pink, bold red, forest green or popular chartreuse. Semi-porcelain ceramic planter, complimenting shade color, fired by Hammat Originals for your ivy (greenery not included). Discriminating homelovers will treasure this faithful Early American reproduction. This end table lamp is truly a conversational piece. Overall dimensions: height 26", base 15" x 7".

IMMEDIATE DELIVERY—Specify desired shade color.

Complete, postpaid, $24.50—No C.O.D.'s, please!

HARSHAN • Claremore, Oklahoma



For the child who has EVERYTHING

Watch someone's face light up when this graceful, professionally designed Ballet dances out of the box. It has three whirling, ruffled skirts of flame-proof tarlatane edged with ribbon; spangled rayon bodice with sweetheart neckline outlined in rosebuds. In White, Pink, Blue, or Maize—sizes 3 to 14, $8.75 ppd. Other costumes from $3.75 ppd. Send check or money order. Satisfaction guaranteed. For folder and price list on costumes, write:

PARTYLAND

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Dainty 14 Kt. Gold

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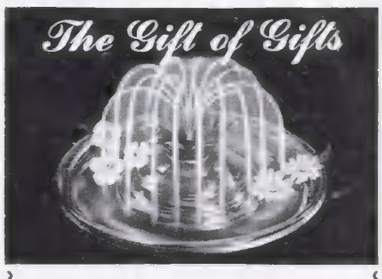
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Price—pair $35
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Beautifully designed, this fountain will be the focal point of any home. Excellent humidifier available in solid copper or brass, 16" in diameter. Just plug it in—a complete unit in itself, with adjustable spray. Fountain recirculates the same water. Fully Guaranteed. Send ck. or M.O. We pay post. Or, $10.00 deposit plus post.

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3 for $15.00 **$5.50 ea.**
Postpaid, Fed. Tax incl.

Bradley's

P.O. Box 275, Dept. C., South Laguna, Calif.

Convertible COFFEE TABLE

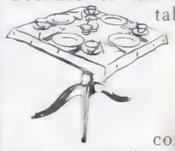


PHOTO IN BLONDE FINISH

. . . that "twirls-up" to become a card, luncheon, end or occasional table



This beautiful Duncan Phyfe table with modern lines will fulfill so many of your needs that I am certain it will become one of the most useful tables in your home.



Because of the exclusive feature, the table rises from nineteen to twenty-nine inches by twirling the top. Superior to any type of folding table, carefully constructed, low in price, firm and steady at any height because the threaded steel support which rises out of the base is precision tooled. Top measures 30" x 30" (card table size) when leaves are up, when down 30" x 18".

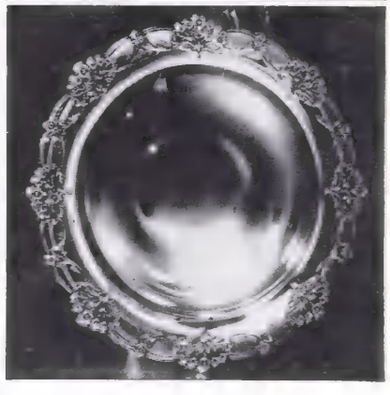


Available in brown mahogany or blonde, natural hand-rubbed finish. Top edges inlayed in extra hard wood. Delivered at **$37.50** ($39.50 west of the Mississippi). Send check or money order. All shipments prepaid, guaranteed satisfaction.

Thomas Craig

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A centerpiece for fruits, flowers, a serving dish for vegetables . . . this magnificent solid silver is useful as it is beautiful. The exquisite design was inspired by fine old lace, and it is hard to imagine anything that would not harmonize with it. Diameter 11" . . . $40 postpaid (Fed. Tax Incl.)

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His favorite breed of dog is cover motif for this superb leather ADDRESS-MEMO combination. Alphabetized address book with memo pad that automatically slips one sheet at a time. (Gilt pencil included.) Most unusual and *useful* gift for a man's desk. Gold-tooled leather in maroon, brown, green, blue, $10. Please state breed of dog desired.

With actual portrait of his own dog, $2 additional. Send clear photograph.

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Hand Wrought Iron **PLANT STAND**

Handsome three tier plant stand, finished in white. Attractive setting under a window, in front of fireplace, or on the porch. 34" high, 24" wide, 19½" deep.

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DOROTHY TREMBLE

BOX 28, MANHASSET, L. I., NEW YORK



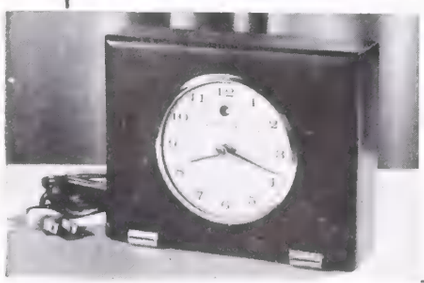
GIVE A CHEST of many uses in solid Honduras Mahogany

It's a card table in your hall, a living room end table, lamp, telephone or radio stand, a perfect sewing cabinet. As charming as it is versatile, this handsome 4-drawer commode fits any decorating scheme, modern or period. Every home should have at least one. Sturdily made of SOLID Honduras mahogany, it has a lasting hand rubbed finish that is easy to care for, always looks lovely. Drawers are dust proof, have impressive antique brass finish reproduction pulls and slide freely at all times. Corner posts are decoratively reeded, legs are broad and firm, satiny smooth top is heavy and gracefully molded. 30" high, 18" x 15" top. Only $37.50, delivered free anywhere in U.S.A. Pair $72.50. No CODs, please. Send check or money order to

THE Furniture Shop

P. O. Box 188 Dept. R Jonestown, Miss.

NON-STOP CLOCK



In times of storms when the electricity goes off or you blow a fuse, then is this unique clock appreciated. Spring power immediately takes over the job until current is resumed. About once a year the spring movement needs a rewind. Take it along on vacation, move it from room to room, this non-stop clock will always be on time. A gift without equal. Choose rich mahogany, walnut, blonde oak or maple —**$18.00.** In plexiglass—**$30.00.** (Federal Tax Included.) No C.O.D.'s please

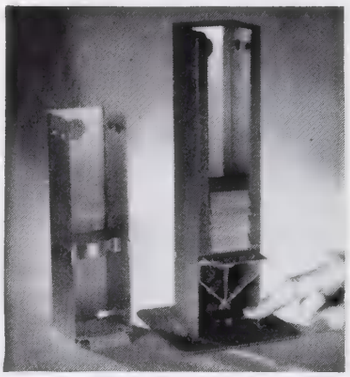
EUNICE NOVELTIES Dept. B-120

Our 11th Year

P. O. Box 41 Rego Park, N. Y.



Window



NO SLIPS WITH SLIDE if you keep your 35mm colo slides in the Ejecto dispenser an storage kit. The Ejecto hand them to you—one at a time—wit a flick of the finger. When slide are returned to box, they resum original filing sequence. Kit, wit Ejecto, 2 metal file boxes for 15 slides each, and index tabs. $9.8 ppd. Kollock Industries, 241 N coochee Drive, N.W., Atlanta, G



DEAREST BEAR. Here i is, dearly beloved, deliciously ol fashioned Teddy—a direct d scendant of the battered be that used to share *your* crib. He a soft brown, of course. Plea don't let any youngster close your heart miss the joyous rel tionship between a child and teddy bear. With Swiss mus box $7.75. Without music $3.7 Ppd. Avalon Gift House, Box 93 Front Royal, Virginia.



"ENJOY YOURSELF, it later than you think," is a sal bit of wisdom set to a rollickin tune. And here it is on a sig that we hope you'll send to eve Sobersides on your Christm list. Hang one over your hu band's desk and he'll swallow h yawns at parties. He'll even op the January bills without poin ing the letter opener at yo heart, $2.95 ppd. Bar Mart, W. 45th St., New York 22.



"The Gift of Good Grooming"

REMOVES LINT & DUST ...like Magic!

The new Electro Cleaner performs miracles on suits, hats, furniture and car upholstery. Picks up dust, lint, and loose hair by **magnetic attraction.** Cleans fabrics thoroughly and quickly. No current or chemical required. **Satisfaction guaranteed.** Made of beautiful non-breakable plastic. Gift boxed. The perfect gift for HIM, for HER.

Mailed prepaid for $1.75.

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ACROMATIC—3x 44MM

American-made binoculars in new rectangular shape give wider vision than ever before offered. Precision-ground optical glass insures clear view of ALL action on stage or field. Exclusive Nite-Lite eyepiece lens reduces glare. Easily focused—powerful. Smartly styled in pearl, gold, grey, or tortoise shell.

MADE IN U.S.A. PATENT PENDING

Complete with genuine leather case. $14.95 Postp

*Plus 20% Federal Tax.

Money back guarantee.

Extra carrying case of top grain cowhide, postpaid 3.

Illinois residents add 2% sales tax. No COD's plea

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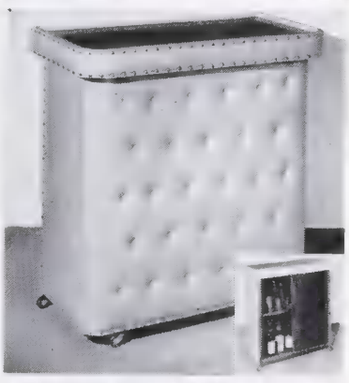
Shopping



THE PAPER'S IN THE PENCIL. The Mem-O-Riter is the pencil you've always dreamed of. It comes with a 36" roll of memo paper right in the barrel, and feeds out as you need it. Or you can use it as a stamp dispenser. It holds 36 postage stamps—2 rolls of 18 stamps each alongside each other in the barrel. Mechanical pencil is gold trimmed. $1.98 ppd. No c.o.d.'s. Page & Biddle, Haverford, Penn.



WONDER BAR! Here is *the present* for your just-married daughter or your entertaining husband. A *wonderful* bar, covered in library red or chartreuse Duran (leather-like plastic), has Formica top; and a sliding door in the back conceals two generous shelves. It rolls on casters, is 18" x 36" x 39" high, weighs 70 lbs. $99 freight coll. No c.o.d's. Malcolm's, 524 No. Charles St., Baltimore 1, Md.



YOU'RE NOT SICK, you're in love with the small angel of mercy who peers down your throat through lens-less specs, thrusts a thermometer between your protesting lips, prescribes candy pills—and posts a Chicken Pox sign on your door. Nurse's apron, with pockets full of cure-alls, and nurse's cap, $2.98. Little Doctor's coat, also well stocked, $2.98. Ppd. The Krebs, Westerly, R. I.





A MERRIER CHRISTMAS FOR ALL with this MUSICAL SANTA CLAUS

● A thrill to give or receive—the jolly 14" Santa Claus doll from whose round little tummy a tuneful Swiss music box plays such Yule favorites as "Jingle Bells" or "White Christmas." Suit is scarlet corduroy, sack, green velvet...his hand-painted face wreathed in white, *woven* whiskers. Priced at **$8.95** Add 25 cents for boxing and postage.

Send check or money order. No COD's, please

THE HOME SHOPPER
P. O. BOX 48-B, BERWYN, ILLINOIS

FIREPLACE LOG CARRIER

Carry logs, kindling, etc. into your house this easier, cleaner way. Makes an ideal Xmas gift. Prevents soiling of clothes. Keeps dirt and bark of logs off of the floor. Use as a protective mat for keeping logs handy, near fireplace.

Made of heavy, waterproofed canvas. Price $3.00 when remittance accompanies order.



VALLI

Box 284 Kansas City, Mo.

You're sure to please you'll shop with ease cause gifts like these

Do grow on trees!



At least lots of 'em do, and the trees that hatch our Royal Riviera Pears 'n other rare, exotic fruits are scarce as a cow that gives ice cream. Harry and I still have the old-fashioned notion that a dollar ought to buy you a good 100-cents-worth of value . . . and maybe more! Every one of these gifts is a real money-saver. In pleasin', perfect-taste packages, we ship straight from our Bear Creek Orchards to whoever you say. Greetings with your name enclosed free. You'll get more thanks than a whistle has toots. Prices include perfect delivery in USA proper, within express limits. *No charges, please; no C. O. D.*

Harry and David

Box 170, Medford, Oregon



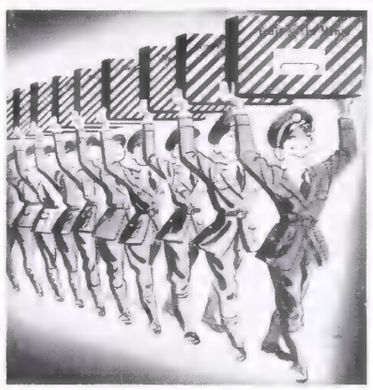
ROYAL RIVIERA PEARS*

America's rarest, finest fruit—the gift they'll always remember. Talk about thanks!—you'll never hear the last of it. A just-right present for anyone, whether they live in a castle or cottage. So juicy you eat 'em with ■ spoon. You can't buy these gift packages in stores for love or money. But here's the best news: they're not high-priced, they're inexpensive. Packed in handsome gift boxes, with your greetings. Available Nov. 1-Jan. 25. GIFT NO. 1 (shown) . . . Delv'd, $3.15. 10 to 14 big pears, ■ great favorite. GIFT NO. 2 (16-20 big pears) . . . Delv'd, $4.25. What a bargain! Same big size pears . . . but about 40% more fruit for only ■ dollar 'n a dime more. GIFT NO. 3 (20-25 smaller pears) . . . Delv'd, $3.85. The Family Gift Box—swell for 2nd helpings.



TOWER OF TREATS*

Imagine giving folks quintuplets—not just 1 present, but 5 sparkling gift boxes towering 14" high! All tied together with satin ribbons, topped with a big bow and a Christmasy sprig of real Oregon Holly. Inside are Royal Riviera Pears, jumbo apples, giant figs, other fine surprises. It's the first gift seen under any tree—and what a value! If we told you this grand gift cost $15 you probably wouldn't bat an eyelash, 'cause it's worth it. But we aren't out to get rich quick (more fun goin' slow), so we'll deliver it for you anywhere in the U.S.A. proper for only—GIFT NO. 51 (shown) . . . Delv'd, $6.95. And we have another Tower of Treats, too . . . GIFT NO. 50 (4 boxes) . . . Delv'd $5.15. Holds Riviera Pears, apples, other treats. Both available Nov. 15-Jan. 15.

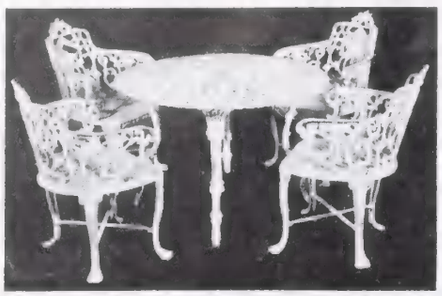


FRUIT-OF-THE-MONTH CLUB*

The gift that creates praise and excitement for you the year 'round! You order just once, but the lucky folks you name receive a whole parade of America's finest fruits 'n delicacies, each beautifully packaged with your greeting. Tell us how to sign the handsome engraved Membership Certificate announcing your gift and treats-to-come. 12-BOX CLUB: at Xmas, Riviera Pears; Jan., Apples; Feb., Grapefruit; Mar., Fine Cheese; April, Preserves; May, Cake; June, Canned Fruit; July, Nectarines; Aug., Pears; Sept., Peaches; Oct., Grapes; Nov., Riviera Pears. Gift No. 20, $40.65 Delv'd. 8-BOX CLUB: omits Mar., May, June, Aug; Gift No. 15, $27.25 Delv'd. 3-BOX CLUB: Xmas, Jan., Feb. treats; Gift No. 11 $9.95 Delv'd. 3-BOX CLUB available Nov. 15-Jan. 15 only; others may be started at any time.

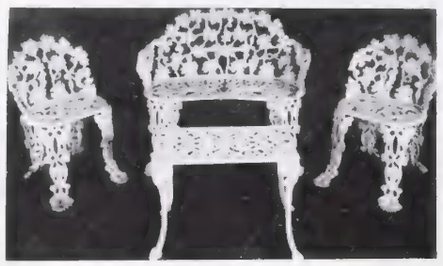
* ® © H&D

Attractive prices on these Authentic CAST IRON AND CAST ALUMINUM REPRODUCTIONS



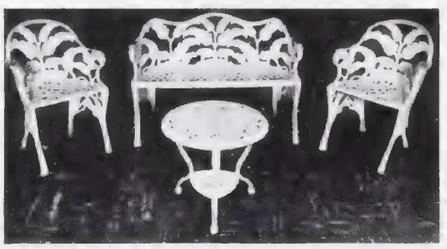
All painted in long lasting white grape or leaf design. Graceful and strong. Fashioned by skilled craftsmen.

Top left—**A New 5 Piece Set by J. F. Day.** —Complete set of four chairs and table. Table #100 Beautiful lace design 42" diameter top 27" high. Chairs #402 Authentic reproduction of fine antique found on Gulf Coast. Set would be charming addition to sun room terrace or garden.
Table $35.00 Chairs $32.50 ea.



Left—**This complete set in grape design with large settee. $72.00**
Large settee #601
39" wide **$25.00**
Armchairs #602
22½" wide **$18.00 ea.**
Table #160
30" wide **$11.00**

Right—**This comfortable form-fitting leaf design 4-piece set $92.50**

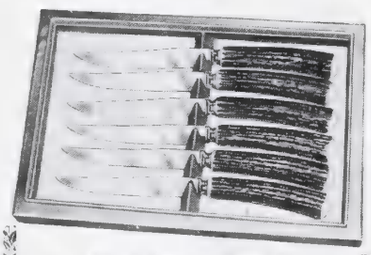


Settee #800
Length 40" **$40.00**
Armchairs #802
Seat 17" wide **$20.00**
Table #120
Diam. 21" **$12.50**

Send check or money order. Crated free. Pay freight or express when you get shipment. Indicate which way you want it shipped.

Send for catalog of other items

J. F. DAY & CO. 1901 4th Ave. South Birmingham 3, Ala.

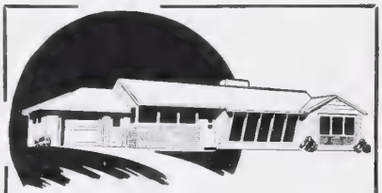


CHRISTMAS con-KNIVE-ery

When a man likes steak, this set of six handsome steak knives "connives" to make his enjoyment so much greater and at such small cost. Blades are top quality stainless steel with serrated edges and lasting mirror finish. Handles are durable simulated stag antler, dark brown with white tips. Richly packaged for a perfect Christmas gift.

postpaid set of six **$6.25**
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Behr GIFT SHOP
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YOUR DREAM HOME PLAN $1

New Plans You Can Afford

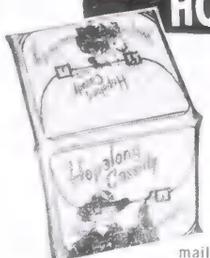
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Newest designs in Western functional homes 4 to 10 room home sizes in Ranch, Modern Cape Cod and others. Complete working blue prints available for all plans. Order today—specify frame or block construction.

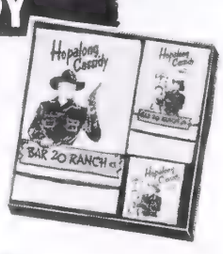
Only $1.00 No c.o.d.'s, please.

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HOPALONG CASSIDY



TOWEL SET One 22 x 44 bath towel, one 16 x 28 hand towel, one 12 x 12 washcloth of finest white cotton weave with Hoppy's and Topper's red, white and blue reproduction woven in. In pliofilm saddlebag that can be carried over shoulder, gift boxed. Complete set: **$3.95** postpaid. Same set (less washcloth) in plastic saddlebag . . . **$2.95** pp.



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this in the toe of his stock
(filled with dimes, of cours
and he'll feel like Mr. Ro
feller. For the man who has
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particularly if he's faced w
daily tolls, subway fares.
Made of 14k gold, it has a r
for attaching to key chain.
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This speaks for itself. It a
speaks well for you as a discri
nating giver of gifts. The "B
Grape" design is both dis
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ever sweets you fill it with,
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DON'T BE A DRIP wh
you put your kitchen spoon do
between stirrings. Instead, cra
it in this gay ceramic flower spo
rest, and the top of your st
will be spotless. Then, for go
measure, you'll want the li
flower pot blooming with 4 pl
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for both is just $1.25 postpa
Arthur's of Plainfield, 178 E
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YOU'VE NEVER TASTED CHEESE LIKE THIS!



5 lb. Individual Cheese
$4.00 *postpaid. Perfect delivery guaranteed*
Add 50c west of Miss. 75c west of Denver. 3 lb. individual cheese $3.00 postpaid anywhere in U.S.A. Send check or money order to:

An individual cheddar from upstate New York, this cheese is soft-textured, moist, with full, rich flavor. We make each one of whole milk from the famous North country upland herds. Because of unique soil conditions and lush summer grass this milk gives our cheese an unusual and delicious tang. A PERFECT GIFT. Send for one today.

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Barbecue Pit Ashtray

Watch the smoke curl up the chimney!

Delightful conversation piece for game room, den, or living room. Full pack of cigarettes go in one side, matches in other. Realistic simulated stone (7" x 3") with removable metal grill for easy cleaning. Smoothly covered bottom protects your table. Mail order only — no C.O.D.'s. Postpaid, **$1.95**

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Shopping



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LOW-IN-THE-DARK PAAMAS. Sensational TV Loafer ajamas have a hand-screened int of a cowboy or cowgirl ang in the center of the top. nd the picture actually glows in e dark. Tops are knitted cotin, bottoms are sanforized cotton nnelette. For girls: white with nk, blue, or yellow. Boys: white ith blue or yellow. Sizes 2, 4, 6. $2.98 plus 20¢ post. Gilchrist's. oston 2, Mass.





Jensen Treasures . . .

A place setting, in Royal Copenhagen's "Brown Rose" pattern, includes dinner, salad, bread and butter plates, and teacup and saucer. Place setting, 23.50. Dinner plates, 7.25 each

Imported Leerdam crystal claret glasses, in the "Hollandria" pattern, 51. the dozen. This pattern is also available in:

Goblets, champagne, claret, and sauterne glasses, 51. the dozen.
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These three waves are the mark found on all genuine Royal Copenhagen

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Swedish crystal decanters hand cut in the traditional manner . . . Accents of beauty on your table or buffet and gifts to please the hostess or new bride.
$18 pair
Capacity each decanter one quart
Add $2 for postage and packing
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FULL COLOR BAVARIAN
BEER STEINS
For Gay Back Bar & Mantel Decorations!

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PER PAIR **$8.50** SINGLE STEIN $4.50
Also available in half and full liter size at slight extra cost.

Postpaid in U. S. No C.O.D.'s Please

Write For Our Kit-O-Logue

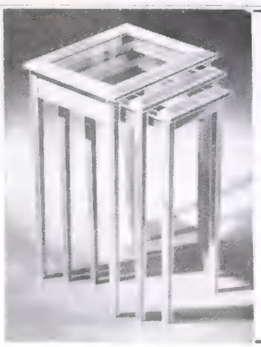
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The ideal gift for him or for her. Registration, rolled up, fits neatly in attractive water proof capsule 3"x½". Comes smartly engine turned, with matching chain, in white gift box. Gold filled $3.50, Sterling Silver $2.50, Gold Plated $1.50, tax included. Add 10¢ for postage in U.S. Immediate delivery. 2 letter block monogram on gold filled & silver 50¢ extra. Allow 3 weeks for monogram. Send check or money order. No COD.

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Space-Saving NEST OF TABLES

Designed for modern living. Compact nest of tables gives you three handy hostesses for serving when company calls. Sturdily built, each handsome, glass-top table is made from choice, New York State solid cherry. Hand-rubbed to smooth, alcohol-resistant, satin finish in rich mahogany or natural light cherry. Largest table 12" x 15" x 22" high. $23.95 (add 50¢ west of Mississippi) Money-back guarantee. Sorry, no C.O.D.'s.

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JOHN HAND—THE RUG MAN
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Window



PILL KIT. It telescopes t variety of a medicine cabinet int compact pocket kit. In natural pi skin, or green, navy, or red Moro co, it is saddle-stitched in whi has a zippered opening, and com with 6 glass vials with screw ca for everything from benzydrine phenobarbital. There's a pock for prescriptions, and it's stamp in gold with name or monogra $7.50 postpaid. T. Anthony, 7 Madison Ave., New York 21, N.



SEW IT SEAMS. The Jr. Mi Sewing Kit has a 6" x 6½" pla tic sewing machine that real sews. Its 4 rubber suction fe adhere firmly to any table. Miss Pins-and-Needles can wh up a doll's hem with no wobbl to contend with. With 5" doll, cut-out dresses, 4 spools of threa thimble, and scissors, kit com in a gay plaid suitcase. $2.49 pp Breck's of Boston, 737 Bree Bldg., Boston 10.



SEEING THINGS will be lot easier whether you're chee ing at Yankee Stadium, followin the boxing bouts, or sitting i the balcony at the theater. Th Elite glasses, imported from En land, are as slim as a pack cigarettes. Made of black plasti they slip into pocket or han bag. In a leather case, $19.20 i cluding tax and postage. Joh Jarrell, 74 Broad St., Atlanta, G

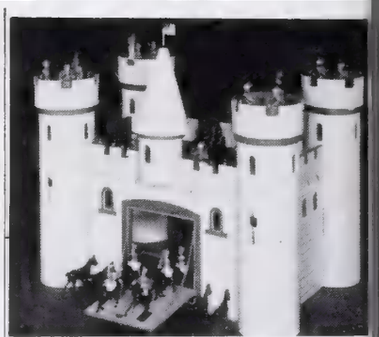


Electrically Heated FOOT WARMER!

$34.50

Express Prepaid No C. O. D. please. Authentic Colonial design in rich walnut, with red or blue velvet upholstery . . . Electrically Heated. Has three heating speeds — low, medium, high — *for exact amount of cozy warmth you desire.* When not in use as a footwarmer, the electric cord tucks neatly underneath, completely out of sight. Ideal gift for Mother or anyone troubled with chilly feet. Perfect CHRISTMAS GIFT. Prompt delivery on all orders.

SHERRILL'S *Roanoke, Virginia*



Royal Castle Fort

Reminiscent of romantic fairy tales is this Castle Fort, with its five towers and hinged drawbridge suspended on chains. Outside walls are painted pale yellow, floors and roof of red tile design. Measuring 21" x 15" x 18"—Sturdily hand-made of 3/16" fibre board. Shipping Weight 11 Lbs.

Price $9.95 Post Paid
No C.O.D. Orders

Royal Castle Fort
74 Terhune Avenue
Passaic, New Jersey

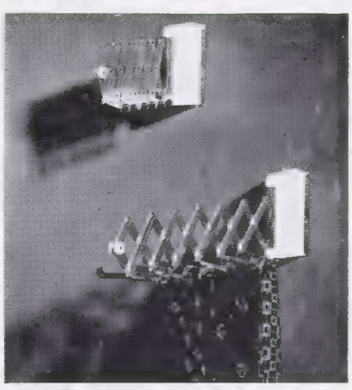
Shopping



BRASS RINGS that bring the cordial charm of merrie England to your entrance hall, the warmth of a turf fire to a paneled library, are made of solid antique brass. One pictures three Britons downing tankards of ale in the village pub; the other shows a gallant vessel riding the waves. 6½" wide, the pair is a fine buy at $3. Postpaid. You can order them from Jennifer House, New Marlboro Stage, Great Barrington, Mass.

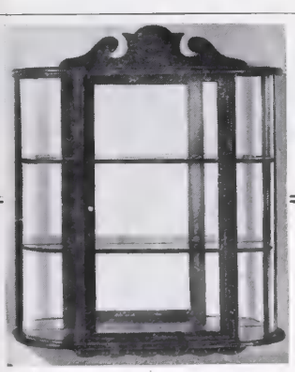


FIT TO BE TIED. We've seen our share of tie racks, but we've never seen anything to beat this one at the price. The nickel-plated "fence" pushes back against the wall to keep ties in non-slip order, pulls out for easy picking. The 12 prongs are extra wide to hold the newer size ties. With ivory plastic base, it attaches to door or wall in a flash. $1.10 ppd. Edith Chapman, 50 Piermont St., Nyack, N. Y.



WALL-EYED! And what small fry *wouldn't* be with these Kiddie Kapers doing high jinks on the nursery wall! Brightly colored, each Kaper illustrates a nursery rhyme. There's Jack Be Nimble, Mary Had a Little Lamb, The Cat and the Fiddle, Little Bo Peep, Humpty Dumpty, Mother Hubbard. With attached adhesive strips for mounting, $1.15 each ppd. Downs & Co., 81 Salem Lane, Evanston, Ill.





Truly Exceptional

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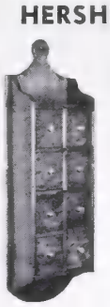
"We are thrilled with it," say thousands of our customers who have bought this solid mahogany hanging bibelot cabinet. Made with cabinetmaker's skill, hand rubbed to rich finish, it has hinged doors, bent glass sides, is mirror-backed, completely glass enclosed, dust proof, generously sized, 23" high, 19½" wide x 5½" deep, 6" between shelves. Choice of mahogany, pickled pine, white, black or antique gold. A really fine furniture piece at only

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HERSHEY MILL *Antique Reproductions*



PINE SPICE CHEST HAND-MADE

$15.00

5¾" x 18"

SOLID WALNUT TIP & TURN TABLE

$35.00

12" diam. x 19"



All prices postpaid. No C.O.D.'s

M. Walter Young III
HERSHEY MILL
West Chester Pennsylvania

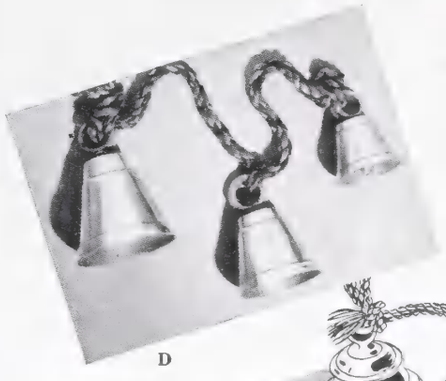
Stern's
on 42nd Street

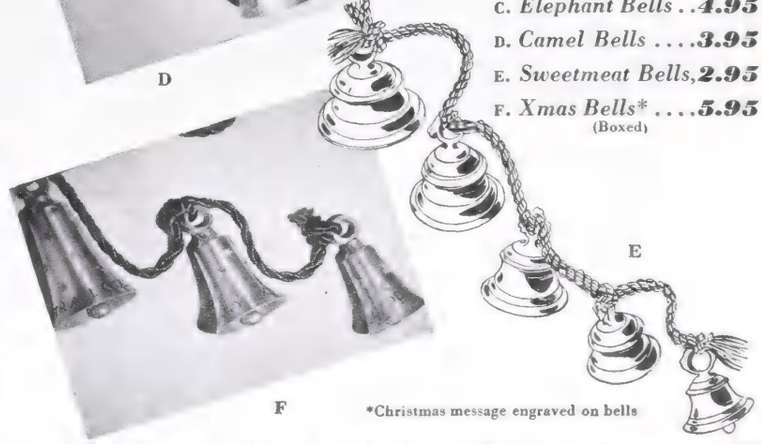
from romantic India...

Bells of Sarna

In remote little villages and hamlets, from almost every part of India . . . craftsmen, following a centuries-old tradition, hand cast these exotic brass bells in the same manner as their forefathers did.





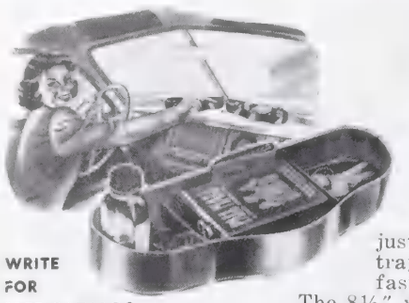


Strung on gaily hued cord, they provide a wealth of charm as dramatic hangings in the American home of today.

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F. *Xmas Bells** . . . . **5.95** (Boxed)

*Christmas message engraved on bells

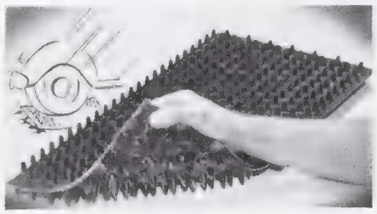
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MAGNETIC *Dash Tray*

Fits on the dashboard and holds cigarettes, sun glasses, toll coins or cosmetics in plain sight and easy reach! No disfiguring hooks or screws needed—just put the silver-gray plastic tray on the dash and it stays fast with a lifetime magnet! The 8½" x 3" tray has 3 sections for easy selection. Order Magnatray, No. GM148. $1 ppd.



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Save tire wear and towing bills in winter's worst! 20" x 10¼" live rubber mats, each with about 800 fingers. Top fingers give tires traction, bottom fingers grip deep in snow to prevent slipping. No. GM84. $2.50 per pair ppd.

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OSHKOSH, WISCONSIN



TRAVELING CLOTHES CLOSET

This lightweight "MOTORPAK"—by the makers of famous "VAL-A-PAK" luggage—carries clothing wrinkle-free in auto, plane or train and is a closet from which to dress. Holds 10 dresses for women or 4 suits for men. Additional zippered accessory pocket. In sturdy weather-resisting brown duck canvas, dust and vermin-proof. Zip-fastening. Woman's "MOTORPAK," **$12.00.** Man's "MOTORPAK," **$9.60.** *Send for free catalog "The Perfectionist's Guide to Gift Buying"*

Camalier & Buckley
Fine Leatherware

1141 Connecticut Ave., Washington 6, D. C.



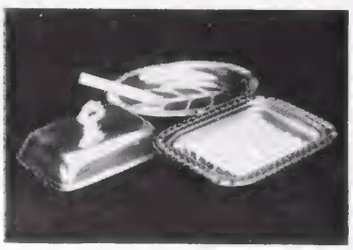
STERLING SILVER COMPOTE

This gift sterling truly looks as though you went "all out" to do the occasion honor . . . it's so ample a piece and yet inexpensive. International Sterling has made it in heavy weight. Holds candies, nuts, fruits, flowers. Delicate piercing and gadroon border harmonize anywhere. $10.35 postpaid. Federal Tax Included.

Mail orders given prompt attention

Findlay Galleries
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Smokers Ensemble



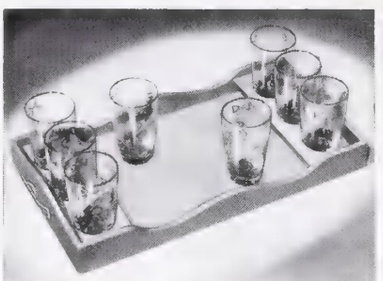
Miniature vegetable dish and well and tree platter

This charming cigarette set with its handsome gadroon border is an AUTHENTIC ENGLISH REPRODUCTION and made of heavy silverplate. *Tray measures* 5" x 3¾". *Box* 4¾" long, 2¾" high.

It's the gift you can be very proud to give or own yourself and the extraordinary price is just $9.50 tax included. Attractively Gift Boxed. Postpaid.

Send us your Christmas list—your Gift Card will be included with every order. Guaranteed to please. *No C.O.D's.*

HOUSE OF STEVENS
410 High Street, Hanover, Penna.
The Home of fine quality Gifts and Jewelry



IT SERVES YOU RIGHT!

This charming Hostess Tray makes light work of serving drinks and sandwiches! Complete with 8 graceful 10-ounce beverage glasses. Tray is handsomely crafted of pine with base and tumbler holders of durable Presdwood. Beautifully finished in soft, pastel green. Solid brass handles. (We reserve the right to use wood handles if brass is unobtainable). The glasses are richly decorated in satin roses and 22K gold with "Safedge" gold rims. A new glass free if the "Safedge" rim ever chips! Tray size 21" x 11½". You'll make someone happy with this gift. Order Now.

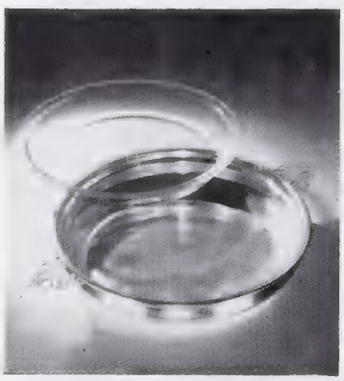
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Window



THE HOSTESS WITH THE MOSTES' on the ball knows that pie is a wonderful party dessert. and with this handsome server it will *look* as wonderful as it tastes. The silver-plated pie plate. with Pyrex liner. has beautiful porringer handles. measures 15¼" overall. Just $11.50 including tax and postage. Order it from The Lillian Shoppe. 20 Armat St.. Philadelphia 44. Penn



SANTA IS PUNCHY from taking bear hugs around his ample middle. joyous biffs in the nose; but because he's wise in the ways of children. his big red snozzle honks playfully at each pinch. his rolypoly body bobs up merrily after each affectionate tackle. Made of heavy duty inflatable vinylite. he's red and white. 15" high. $1.25 ppd. Northmore's Highland Park. Illinois



Shelley English Fine Bone China

Cup of the Month Club

Receive every month a different beautiful bone china cup and saucer. Six months membership **$18.00.** An ideal Xmas gift.

This month's cup is a pure white dainty shape cup trimmed with a deep blue spray of leaves and flowers. May be purchased separately. P.P.D for only. **$3.25**

Seven inch plates to match same price.

Solid mahogany cup rack $1.75 P.P.D.

The Ferns Gift Center
Old Forge, N. Y.
No C.O.D. please



INITIAL BAG AND BELT

Made "personally yours" by simply placing gold-colored metal letters above the Presto Lock. Top grain polished Cowhide shoulder bag in suntan, brown, black, red, green or bamboo. Size 7½" x 6¾"—**$5.00** (plus **$1.00** tax). Adjustable belt **$1.95** (no tax). INITIALS per set: **35¢** for two, **50¢** for three. Sold separately. A "SPORT AGE" creation by Bonita. $1.00 deposit on C.O.D.'s

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MURIEL DUNCAN
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A WONDERFUL GIFT FOR A GOLFER!

Sam Snead's New Book

HOW TO HIT A GOLF BALL

From Any Sort of Lie

Slammin' Sam explains every golf shot, from tee to cup, fairway, rough or trap. He shows what club to use for every sort of lie, good or bad. He shows how you can, without remaking your swing, *without tedious hours of practice,* play better, more enjoyable golf than ever before!

It is an attractive little book of 74 profusely illustrated pages, and is so complete, sensible and practical that we will refund your money if you don't play better golf *your very first game* after reading it. You can't lose!



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Send your list of golfing friends and $1.00 for each name. Include your Christmas card. We mail same day order is received.

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Shopping



HANDSOME IS the horn handle on each of these Danish bar accessories, and handsome is the job they do. The trio includes a corkscrew, beer can opener, and bottle opener, and they have a masculine sturdiness that the man who makes the drinks in your house will cheer. In black and white natural horn, $2.15 each; $6.25 for 3 ppd. No. c.o.d.'s. Bertram Shrier, Ltd., 1147 Connecticut Ave., Washington, D.C.



MALLARD BASKETS. Shopping for the present perfect for a sportsman? You've found it in these mallard baskets. Hand-drawn on mellow antiqued copper and touched with color, they're unbelievably handsome for any man's desk. Letter basket, 5" high, $5; waste basket, about 14" high, $12.50. Postpaid. Signed by the artist, Henry W. Longfellow, Weston 93, Mass.

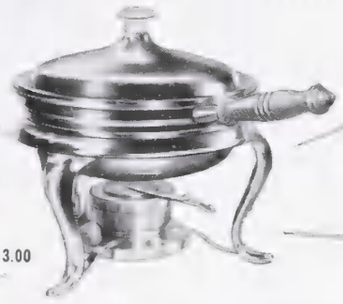


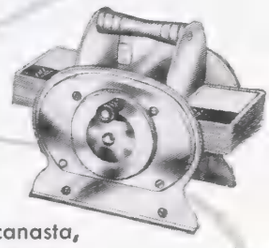
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10" aluminum lined pan.....**12.95**



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★ **JOHNSON CARD SHUFFLER** for canasta, gin and poker players. Shuffles up to 3 decks without bending or mutilating cards. Does it faster, more thoroughly, keeps cards fresher, longer. Handsomely finished metal with rubber rollers and wooden handle.....**4.95**

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Enclose $_____ down payment.
Pattern_____ No. of place sets_____
Name_____
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City_____ State_____
Employed by_____
Position_____
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(wife should give husband's occupation)

Here's all you do:

1. Choose from any of the 128 nationally advertised patterns by all leading American silversmiths.
2. Receive your *entire* sterling service with your first payment! Your 24 pc. set includes: 4 knives, 4 forks, 4 teaspoons, 4 salad forks, 4 cream soupspoons, 4 spreaders.
3. For 4 place settings (24 pcs.) $5 down, $5 a month; 6 place settings (36 pcs.) $7.50 down, $7.50 a month; 8 place settings (48 pcs.) $10 down, $10 a month; 12 place settings (72 pcs.) $15 down, $15 a month.
4. Receive, without extra charge, an exquisite Tory jewel-box anti-tarnish silver chest with your sterling silver service . . . plus one engraved initial on each piece!

Prices shown with illustrations are for 6 pc. place settings and include Fed. Excise Tax.

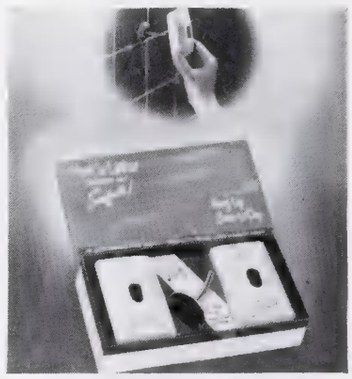
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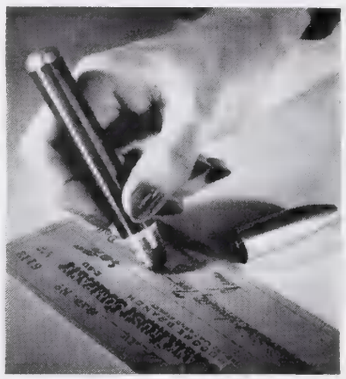
Window



BE AN ANGEL and give someone you love these heavenly cherubs. Made of French bisque, touched with gold, each one plays a different musical instrument. A naughty daughter will sprout wings if you start her off on an angel collection. Or send them as a subtle "thank you" to someone who has been an angel to you. 6" high. $12.50 the set of 4. Add 35¢ post. Alfred Orlik, 745 Fifth Ave., New York 22.



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ORANGES and GRAPEFRUIT

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QUALITY SELECTS BUSHEL (55 lbs.) . . . $6.00
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DE LUXE GIFT BUSHEL (60 lbs.) . . . $12.00

Contains choice fruit, 4 assorted 16 oz. marmalades, 1 lb. fruit cake, 1 lb. tropical candy.

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Prices quoted are shipments East of Miss. River, except Wis.—slightly higher West.



Rare Food Delight!

SMOKED SAILFISH

Tasty party delicacy adds zest to your Christmas season—a truly *different* appetizer or hors d'oeuvre. Long enjoyed by deep-sea fishing sportsmen; now generally available as an unusual gift for the connoisseur.

Ppd. . . . only **$2.95** per lb.
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Wisconsin Cheese Makers Guild

CHRISTMAS GIFT BOXES



This year you'll find Guild cheese assortments better than ever, containing a variety of mild and aged natural cheeses and tasty special blends—straight from the heart of America's dairyland. Guild members are expert cheese men who have won top honors in dairy expositions everywhere.

Get Guild Cheese Boxes for friends, relatives, employees, also for your own home.

ON WISCONSIN BOX

A great favorite because there's something to delight every cheese appetite; tangy cheddar, mellow brick, delicious Buffet, LeRoi, May-Bud and Mel-O-Pure, also two CheeSnaks, Aged Club and Smoky.

8 Varieties $3.95 postpaid
Add 20¢ west of Denver



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☐ Send immediately ☐ For Christmas
☐ Gift list for_____boxes attached
☐ Remittance enclosed. (No C.O.D.)

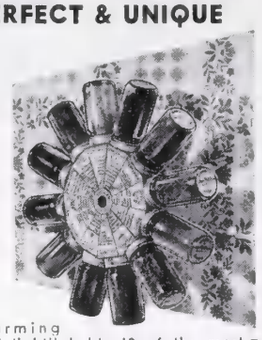
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GIFT-PERFECT & UNIQUE

Herb and Spice Wheel



This charming "epicure's delight" holds 12 of the most popular and choice garden-fresh herbs plus data as to which foods they best season. The decorative, revolving Saw Mill Farm Herb Wheel adds charm to your kitchen wall and piquancy to your menus. 12" across, hanging bracket inc., refills available. **7.00** ppd.

• • •

Gift-packaged and delicious! 3 Assorted 10 oz. jars Tomato Preserves, green, red and yellow! **2.75** ppd.

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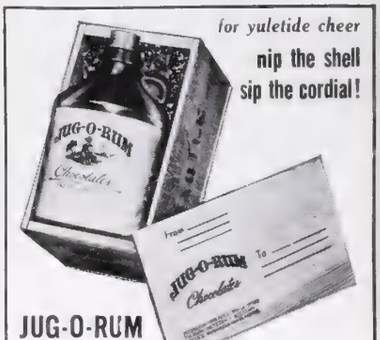
Famous Sorrel Soup, three 16 oz. jar **3.25** ppd.

Annie Mock

3214 O St., N.W. Washington 7, D.C.

for yuletide cheer

nip the shell
sip the cordial!



JUG-O-RUM Candy Cordials

A very rare blend of delicious assorted liquid centers . . . brandy, cheerie, coffee, and rum . . . chocolate coated for your sipping pleasure. Melt in the mouth. For the gourmet . . . or anyone who enjoys good candy. Perfect gift too for the boys in the service.

Delightfully gift-packaged in a little brown-topped jug like pirate booty from the Jamaica islands . . . a memento to keep as candlestick holder, paper weight, or for knick-knacks. All preciously protected with red and green tinsel in an authentic wooden box you may easily address and mail without wrapping. **$2.89**

We pay the postage anywhere in the U.S. Enclose check or Money Order. If desired, we mail directly to your list with appropriate Xmas greeting.

CARUTH CANDIES, INC. Dept. A

20 John Street New York 7, N. Y.

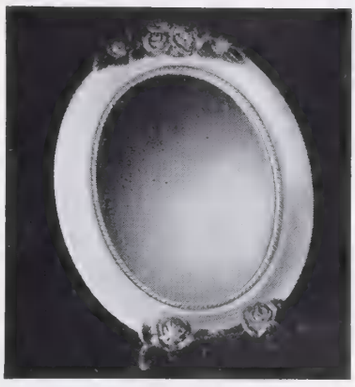
Shopping



CHOCOLATE CIGARETTES. For anyone whose age is still written in one figure, no Christmas stocking would be complete without a package of chocolate cigarettes. There are ten "smokes" to a pack, and a carton of eight contains "Lucky Ten," "Ghesterfield," "Pall Moll," "Olde Golde," and "Cammels," $1.50 the carton plus 15c post. No c.o.d.'s. Youngsports, Box 39, Chester Springs, Penna.



FAIREST OF THEM ALL. For a young girl's dressing table, the chest-of-drawers in the guest room, this is the most decorative mirror at the smallest price we've seen. The Syroco Wood frame is Venetian white with blush roses, has an easel back, measures 13" wide, 16½" high. $5.95 plus 50¢ postage. Scully & Scully, 506 Park Ave., New York 22, N.Y.



VESTED INTEREST. The man behind the bar will be a bright-jacketed advertisement for his wares if he slips into this "What'll it be?" vest. Made of white duck trimmed in red, it is printed with colorful illustrations of well-known brands. And because it ties in the back, it will fit bruisers or beanpoles. $2.95 each ppd. Pee Wee House, 11046 Barman Ave., Culver City, Calif.





Old-Fashioned

Pfeffer-nüesse

(PEPPER-NUTS)

Here's an Old-World palate-treat for holiday enjoyment! It's old-fashioned Pfeffer-nuesse (Pepper-Nuts) — baked confection-cookie nuggets of snappy, spicy goodness that tingles on your tongue. Wonderful with coffee — a touch of *gemuetlichkeit* from old Milwaukee with your holiday drinks. Makes an unusual and delightful gift. Packed in colorful, useful metal humidor cans. Send check or money order for $3.00 for 2 lbs. net wt. (Postage paid.) Sorry, no C.O.D.'s.

OSWALD JAEGER BAKING CO.
Established 1879
900 W. Somers Street, Milwaukee 5, Wis.

From Old Kentucky-Hickory-Smoked Country Sausage and Slab Bacon

COUNTRY SAUSAGE—Deliciously seasoned by our old family recipe. Slowly Hickory-smoked till perfectly flavored. Wonderful for breakfast or supper. 2½ to 3 pound roll only $2.50.

OLD-FASHIONED SLAB BACON—The country-style bacon that has made Kentucky breakfasts famous. Slowly sugar-cured and Hickory-smoked. Sweet and delicious. 9 to 10 pound slab only $8.50. 4½ to 5 pound slab only $4.50.

Prices include postage. Please send check with order—add 25c west of Mississippi.

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GIVE to Everyone on your list

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ARTICHOKE RELISH—HOT PEAR RELISH—SPICED WATERMELON RIND—ORANGE MARMALADE—SPICED CINNAMON PEARS—WATERMELON AND LEMON MARMALADE

Six Full Pint, Reusable, Jars in Carton

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Walterboro 2, SOUTH CAROLINA

No Products Made Taste Finer Than Do These From Carolina

for Holiday Hospitality



HOENSHEL *Brandied* **FRUIT CAKE**

Your guests will appreciate the superb, old-world flavor of this dark, rich fruit cake, chock-full of finest glacé fruits and choice nuts, mellowed with rare, old, imported brandy. Also an ideal Christmas Gift.



1½ lb. cake $2.05 · 3 lb. $3.82 · 5 lb. $6.02 · 8 lb. cake with Brandied Hard Sauce $4.57 · 2 lb. Plum Pudding with Hard Sauce $2.10

Prepaid East of the Mississippi, beyond add 25c

HOENSHEL FINE FOODS, INC.
1016 Hancock Street, Sandusky, Ohio

AN UNUSUAL HOLIDAY GIFT

Give Delicious, Tree-Ripened

ARAWAN FRESH DATES



5 lb. Redwood Gift Box

Only **$5.85**

Prepaid in U.S.

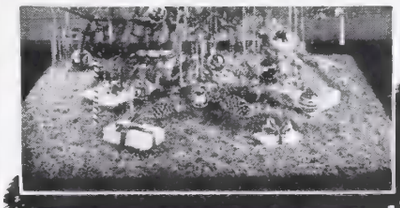
Ripe again and ready to ship — Arawan Fresh Dates — the world's finest, perfect for Thanksgiving and Christmas. Vitamin-rich and delicious, these delectable Arawan tree-ripened fresh dates are an unusual and delightful remembrance.

Send us your gift list with check to cover—and don't forget your own family. We will enclose a gift card in each package, or, if you prefer, we'll enclose your personal cards.

Also in 2-lb. Gift Box--$3.35

Gilliland Groves Dept. H-2 Phoenix, Ariz.

SENT DIRECT FROM SUNNY ARIZONA



Looks Like Live Green Grass!

Put a Beautiful Grass CHRISMAT* UNDER YOUR CHRISTMAS TREE

Special Introductory PRICE $5.00 POST PAID
Size 39" x 72"

Chrismat is a life-like green grass mat that makes a beautiful setting for gifts under your Christmas tree. Does away with a sheet or other inflammable material. Lasts a lifetime. Mothproof . . . flameproof. High quality construction...excellent workmanship. Made by world's largest grass rug manufacturer.

*Trade Mark

ORDER NOW

CHRISMAT

1968-B E. 66th STREET • CLEVELAND, OHIO

Please send me a Chrismat. I enclose $5.00
Cash....., Check....., Money Order.....

Name .....

Address .....

City ..... *State* .....

Window



The Perfect FAMILY GIFT

BEAUTIFUL Adjustable SCREEN DOOR GRILLES

. . . handcrafted in lasting steel, with graceful cast aluminum figurines. Adjustable to all standard sizes. White baked-on enamel finish.

ORDER TODAY • FREIGHT PREPAID

Prices listed are for Grille Only



Sea Gull $15

● West of Rockies add $1
Order S-80 for Regular Screen Door.
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Bucking Bronco $15

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Order S-82 for Regular Screen Door.
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Mallard $21.50

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Order C-84 for Combination Screen-and-Storm Door.

NATIONAL GUARD PRODUCTS, Inc.
540 Jackson Avenue, Memphis 5, Tenn.





Rolling TRAYTABLE*

It Folds! It's Featherweight!

This handy utility table saves many steps. Indispensable for indoor and outdoor service. Sturdily built of non-stain aluminum. Three tiers 13½" by 31", height 37". **$11.95**

***In luxurious dull gold finish* $17.95**

*Trademark Postpaid in U. S. A.

Send 10¢ for "Tippler" Catalog 27

BAR MART

62 W. 45th St., N.Y. 19, N.Y. MU, 7-1190

America's Most Unusual Store
Bobbie Ganger, Executive Director



COLONIAL CHAIR-SIDE STOOL

A truly lovely reproduction of an Early American stool that catches the spirit of the original. You'll find dozens of uses for it in its dual role of stool and small table. Made of Antiqued Pine in hand-rubbed, soft-gloss French finish. 18" x 8¾" top; 15¼" high. Pull-out drawer. Sturdily built for years of service—sure to add distinction to any room. The ideal Christmas gift. Order now.

ONLY $6.95, PREPAID

Send Check or Money Order; no C.O.D.'s, please

HICKORY LANE INC.

Dept. 101, East Kingston, New Hampshire



CHRISTMAS PEARLS. If you want to look like a queen when you're dancing at the yuletide ball, the height of fashion when you're pouring at an alumnae tea, wear this pearl choker with the expansion clasp. It fits any neck size and comes with matching stud pearl earrings. Choker, $1.25, earrings, $1.25, including tax and post. Order from Studio Shop, 557 Boylston St., Boston 16, Mass.



SILVER BELLE combines cigarette holder and lighter in one distinguished silver-plated piece. A pair of them would be lovely on your dinner table. Or, if like us, the best cigarette of the day is when you're "doing your face," get one for your dressing table. With felt base, it's 5" high. $5. In brass, it's $4.50. Add 35¢ postage. You can order it from C. D. Peacock, Chicago 3, Ill.



SANTA'S LOST HIS HEAD but you'll be glad he did when you see how gay he looks hanging on your front door, smiling out from your picture window. Or put him at the top of your tree, a fitting roost for the spirit of Christmas. Hand-made and hand-painted, he wears a red satin hood trimmed with rich white fur cloth. 6" x 9". $7.50 ppd. Order him from Estelle Powell, 717 West Avenue, Austin, Texas.



Give GOLDEN PASCAL CELERY *Real Christmas Treat*

12 Large Selected Bunches in Gift Pack only $2.95 Prepaid

Wonderfully choice — GOLDEN PASCAL celery! Like Pascal Green (stringless) only crisper, sweeter, more tender — rich golden color (our special brand). Most delicious celery you ever tasted.

Unusual gifts for friends, customers, family. Deluxe Christmas Pack contains 12 large, selected bunches. Shipped express, prepaid anywhere in U.S., only $2.95. Gift card enclosed. Perfect delivery and satisfaction guaranteed. Our 54th year.

Hundreds of customers send one to 500 names — we delight them all. Order now for this **different and perfect solution** to your gift problems. Enclose check or M. O. with order.

SAVE 30¢ Each on 6 or More Packs

Our price on six or more Deluxe Packs ordered at one time, only $2.65 per pack.

KALAMAZOO CELERY COMPANY
447 Drexel Place, Kalamazoo, Mich.



A Touch of INGENUITY . . .

and a lovely after dinner cup and saucer are made even more appealing. . . . A perfect smoking service, planter or mint and nut server. Cup and saucer are fine, translucent imported Bavarian china with delicate floral patterns. The base is of rich, supple leather and comes in gray, ivory, maroon, green, turf tan or red. Specify base color when ordering.

Price $5.50 postage included.
No C.O.D.'s

SCHAMPAN'S

126 Park Avenue Rutherford, N. J.



STOP SILVER TARNISH

It is easy to keep your silver bright and attractive looking with Pro-Tex-Sil. First polish with Welmaid Silver Polish. Second apply Pro-Tex-Sil to retard tarnish. Not a lacquer—easily applied.

SAMPLER KIT

includes

1 4-oz. bottle Welmaid Silver Polish
1 4-oz. bottle Pro-Tex-Sil Tarnish Preventer **$1.00**

Delivered prepaid in U.S. when remittance accompanies order. Send check or M.O. No C.O.D.'s please.

Additional polish and Pro-Tex-Sil may be purchased separately.

Pro-Tex-Sil . . . . . 6-oz. size **$1.00**
Welmaid Silver Polish . . . . . 8-oz. size .50

WELMAID MFG. CORP'N
Dept. HB-12
1737 N. Campbell Chicago 47, Ill.



DISTINCTIVE CREST CAR KEYS
for one's own car

Here are keys to the "Christmas Gift" problem—skillfully crafted and beautifully finished in Jeweler's Bronze and Nickel Silver—for trunk and ignition. Features the authentic crest of one's own car. Just the thing for those who take pride in their automobile.

Set of two crest keys in gift box. . $3.50
Crest key chain in Nickel finish. . . $2.00

(both tax-free and postpaid)

Important: Specify make and year of automobile.

Zenith Gifts

P.O. Box 238 GPO New York 1, N. Y.

Shopping



FOR A BIG SHOT who's off to the hinterlands as soon as the gunning season's on, these would be a marvelous present. A set of four sleeve and four front buttons for his hunting jacket or sport coat are made from empty shotgun shells. $3.50. In the natural copper and brass of the shells, they also come in cuff links. $3; set of six buttons for his vest or cardigan. $3. Ppd. Perry Products, Box 262. Rye. N. Y.



ICE QUEEN. As lovely an ice bucket as ever stole the show at a cocktail party is made of heavy silver plate, and the double walled vacuum-insulated glass lining will keep three pints of ice cubes in vigorous shape for several hours. It's a gift you can be very proud to enclose your card with, and the extraordinary price is just $24.00 plus 50¢ post. Nelmor Jewelers, 897-901 Bergen Ave., Jersey City 6, N. J.



PERIODICAL BINGE. Here's a magazine rack that is pleasantly realistic about the number of periodicals to which most of us give house room every month. It holds up to 50 magazines of all standard sizes in its five graduated tiers. White pine with clear lacquer finish, or unfinished, it's 20" x 45" x 4". $14.35 ppd. Add 25¢ W. of Miss. No c.o.d.'s. The Rak Makers, P. O. Box 1616, New London, Conn.





Welcome Holiday Treat!

PRESERVES AND RELISHES

Better than Grandma's Best!

Rich, appetizing Holly Farms preserves and relishes are hand made and hand packed, faithfully following authentic ante bellum recipes used for generations by prominent Southern plantation families, and contain the same tempting flavor and wholesome goodness that made their festive boards world famous. Delectable Preserves and Jams include Whole Cherry, Whole Strawberry, Yellow Tomato, Red Tomato and Watermelon Preserves, Apricot-Pineapple Jam, Amber Marmalade and Peach-Orange Conserve. Zesty Relishes include Vicksburg Green, Hernando Relish, India Chutney, Colonel's Picklette and Watermelon Rind Pickle. *Any three 9 oz. jars of your selection in typical old Southern gift box, $2.75. Attractive gift box of 6 for $5.35. Free delivery anywhere in U.S.A. Let us mail gift boxes with your card enclosed direct to your friends. Send check or money order to*

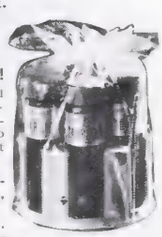
HOLLY FARMS KITCHEN
Kitchen No. 2 Cordova, Tenn.

"Something Different"

Gift Problem?

LIQUID SPICES!

Here's something really different, useful . . . flattering, too, to the woman or man who likes to (or has to) cook.



SPERB

***Liquid* spices and herbs!**

Pure extracts to add zest and aroma to cooking . . . drop-by-drop for perfect flavor control—the easy way! No mess, no odor on hands. Flavor does not fade with age!

SPICE SET: Allspice, Anise, Celery, Cinnamon, Clove, Nutmeg

HERB SET: Marjoram, Mint, Rosemary, Tarragon, Thyme, Garlic

New Taste Thrills

Each set contains 6 attractive dropper-top bottles in a gay red or green plastic rack (which can double as a handy spool rack for the seamstress) . . . wrapped in Christmassy cellophane, tied with a jaunty, colorful bow. ***Extra—free seasoning guide.***

Price per set $2.95. Both sets only $5.75.

Sold only through Mail Order. Money Back Guarantee. Merely send check or money order. Tell us where to send sets and name to put on gift card.

Favorite Flavors Division
Ketelshagen, Inc. Dept. HB
420 Lexington Ave., New York 17, N.Y.

A Perfect Gift

FROM AMERICA'S DAIRYLAND



GIMBELS'

Wisconsin Cheese Box

HERE'S an ideal gift for Christmas — a large box of wonderful, mouth-watering Wisconsin cheese. Yes, eight generous pieces of the finest cheese in the land . . . attractively packaged in a colorful metal container. Here are just a few of the many delicious varieties:



Buffet Cheese
the gourmet's delight

Tangy Cheddar Links
aged to perfection





May Cheese
the pride of Wisconsin's expert cheesemakers

$3.95 (Prepaid in U. S. A.)

(West of Denver add 25¢)

GIMBELS
Milwaukee 1, Wisconsin
Immediately ☐ or for Christmas ☐ . . .
.....Wisconsin Cheese Boxes at $3.95 each.
Gift list for.....boxes attached, or send to:
Name.....
Address.....
City.....
State.....
Sender's Name.....
(Approximately 3 lbs. cheese)

Tete-A-Tete TABLE

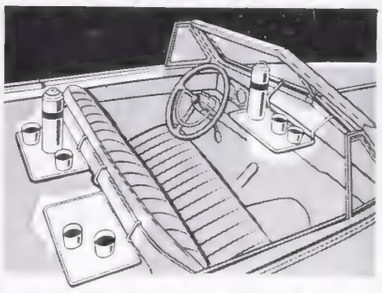


A tea-time "conversation piece" if ever there was one! Styled by Koch, master metalcraftsmen, it's 21" high and finished in satiny White. Two 8" square removable glass tops are easy to clean. Use it later on the porch, on patio, or as a bedside stand. Order several now for that unusual Christmas gift! Express collect. Prompt delivery.

$8.95 EA.

Dept. B-12.

S-I-P INC 1500 PARK
EVANSVILLE 4, INDIANA



Christmas Problem Solved

AUTO-DINETTE

● New. Attractive. Useful. Thousands of satisfied customers. The AUTO-DINETTE makes touring and eating in your car a pleasure. Be the first to surprise your friends with this very novel gift. The 9½" x 16" trays are finished in soft pastel grey shade. All metal contact parts covered by rubber plastic. Very convenient to hold maps, guide books, etc., when touring. Folds compactly for storage. Every car should have a complete set of 3 for only $8.00. Single trays $3.00 each. Send check or money-order. In ordering DESIGNATE NAME, YEAR, AND MODEL OF CAR. If single tray is ordered designate front or rear tray. Order TODAY. We pay delivery charges.

THE AUTO-DINETTE CO.
P. O. Box 76 Grand Rapids, Michigan
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AGAIN AVAILABLE



2-LB $3.90
5-LB $8.50
POSTPAID

A REAL TREAT for the palate. Made by people steeped in the lore of old-fashioned home-made cakecraft. 85% choicest fruit and nuts. Flavored with genuine Sherry Wine. Packed moisture-proof in gift tin containers. Chockful of rare and exotic flavor. Makes perfect gifts. Order early please. Sorry no c.o.d.'s.

Dept. 0-8

RAY-MAR GIFTS Lafayette Bldg., Philadelphia 6, Pa.

DIRECT from my orchard TO YOU



100% PURE Vermont MAPLE SYRUP

To your Christmas list, and you let me send golden clear 100% Pure Vermont Maple Syrup direct from my orchard. My colorful lithographed cans are VACUUM PACKED for top flavor. A welcomed different Christmas gift. Send check, M.O. and list TODAY. Prompt Delivery.

½ Gallon $3.95 Postpaid • Gallon $6.95 ppd.

S. ALLEN SOULE, Box 4, Fairfield, Vt.
Enclosed is $..... Please send
.....Qts. .....½ gals. .....Gallons
Name .....
Address .....
City ..... State .....

2.15 POSTPAID QUART

Williamsburg Commemorative Plates*

BY WEDGWOOD



Beautiful limited first edition of twelve scenic plates of Williamsburg in Virginia. Officially approved. Each plate has a different center design of a famous historic building fully described on back. Cream color with sepia engravings. Dinner size. Set of 12—$25 postpaid. Orders by Dec. 10th delivered in time for Christmas. Send for descriptive brochure.

Sold only at

CRAFT HOUSE

Box 217, Williamsburg, Virginia

*Trademark of
WILLIAMSBURG
RESTORATION
INCORPORATED



Styled by MELE

$9.95 (POSTPAID)

Musical JEWEL BOX

a Beauty to see...and hear

Lift the lid...the tray swings up...the music swings out, stops when box is closed. A Thorens musical movement in genuine leather case with 24 kt. gold tooling, luxurious velvet lining, solid brass recessed lock. Size 10x 7x3½ inches. Color choice.

(Number by choice)

☐ WINE
☐ BLUE
☐ GREEN

Thiss

● 310-SO. 10th ST. • MINNEAPOLIS 4, MINN. ●

AN IDEAL CHRISTMAS GIFT



Dremel *Electric*

SANDER—POLISHER—MASSAGER

Say Goodbye to Hand Sanding—Polishing

A triple-duty tool so easy to handle a child can use it. *(1)* **As a sander,** it gets into tight corners, puts a satin-smooth finish on walls, woodwork, furniture, etc. **Straight-line (non-rotary) action will not burn or scratch surfaces.** *(2)* **As a polisher,** it does a professional job on waxed surfaces . . . cars, furniture, shoes, etc. *(3)* **As a massager,** it soothes tired or sore muscles.

ONLY $14.85

LOOK AT THESE DREMEL FEATURES—14,400 strokes per minute . . . does the work while you guide it. Two moving parts . . . never needs oiling. Weighs only 2¼ lbs. Uses 110-120 v., 60 Cycle A.C.

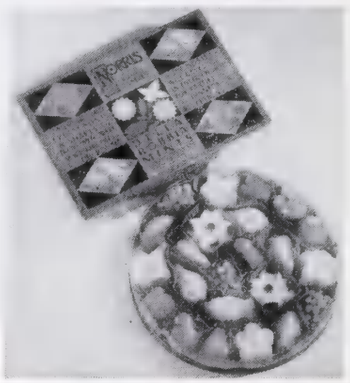
WHERE TO BUY—Sander comes with 6 sheets assorted Garnet Paper for sanding, plus felt pad and sheepskin for polishing. Send **$14.85** . . . we'll ship postpaid. Or, send only **$2** now, pay postman balance plus postage, on delivery.
Money back if not delighted after 5 days' trial.

DREMEL MFG. CO., Dept. SP 490-M, Racine, Wis.

Window



SMOKING RINGER. A Tom Thumb version of a cigarette vending machine dispenses your favorite brand and saves you money. Just press the lever, and out rolls a fresh cigarette. Then if you deposit a coin each time, those smoke dreams will soon come true. Chrome-plated metal, it holds 2 packs of standard-size cigarettes. $3.95 ppd. Damar Distributing Co., 22 Treat Place, Newark, N.J.

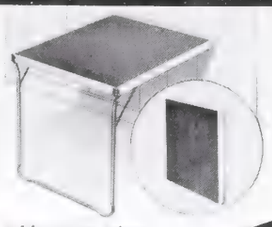


DELLA ROBBIA MINTS, the most beautiful in the world, and certainly the most delicious we've ever tasted, are fashioned in fruit and flower shapes, delicately hand-tinted, and flavored with tender English mint. Decorative exclamation points for your tea table or holiday parties. 1-lb. standard box. $1.25; 9-oz. transparent box, $1 ppd. Norris Candies, 223 Peachtree St. N.E., Atlanta, Ga.



SNOOTIE is an elusive fox that has been out-smarting hunters in New York's Westchester County for years. And so one of his pursuers with characteristic good sportsmanship conceived this interpretation with Snootie as a decanter. Dressed in hunting togs, he wears a green or yellow jacket. 11" high, he's $12.75 postpaid. Trade Winds, 141 Newbury St., Boston 16, Mass.

HANDY, HINGED-TO-THE-WALL
SPACE-SAVER TABLE



Extra table-space when you need it . . . out of the way when you don't! Hinged to 2" mounting bar that fastens on wall, base cabinet, or door. Steel understructure, tubular aluminum legs. Size: 24"x32"x30" high, projects 2¼" when folded. Deluxe model has Lamidall laminated plastic surface top in pearl-gray with yellow or dubonnet trim; Standard model has Masonite Tempered Presdwood top, Lin-Like finished in translucent red with white frame or green with yellow frame. A practical gift. Order today.

2 MODELS

STANDARD **$10.95**

DELUXE **$14.95**

. . . Add $1.00 per table to above prices for postage and handling. No C.O.D.'s, please.

WERNER WORKERS
SKOKIE, ILLINOIS



MAGNETIC **Fly Box— $5.00**

For the fisherman who "has everything"

Warm his heart with this perfect gift. Ring magnet has room for 36 trout flies; turns at flick of finger for quick selection. No lost flies—even a gale won't dislodge them. Beautifully made pocket-size plastic case with snap-action cover. Attractively boxed. Postpaid. No C.O.D.'s.

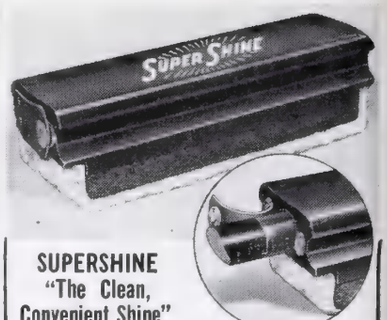
PERRY PRODUCTS, Box 262, Rye, N.Y.



PERSONALIZED *MAHOGANY* CIGARETTE BOX

A handsome and unusual hand-turned and hand-crafted round box of genuine African Mahogany, tastefully monogrammed with hand carved initials. A truly different gift that won't be duplicated. Box is 4¾ inches high and 4 inches in diameter. Comes stained or antiqued in various colors. Introductory offer $6.50 each. Money back guarantee if returned within 5 days. Allow ten days for delivery. Send check or money order. State preference as to stained or antique finish. Order from

Joseph Sobel
30 Bellingham Lane
Great Neck, N. Y.



SUPERSHINE
"The Clean, Convenient Shine"

Keep your shoes looking like new with this crayon-type polish, contained within a well-made, effective buffer. Avoid the mess of pastes, liquid polishes, and daubers. Simply apply a few light strokes with the polish crayon, brush briskly with the buffer and you have a brilliant, lasting, leather-preserving shine. Ideal for service men, students, travellers. A gift which is appreciated by everyone. Supershine buffers, complete with black, brown, ox-blood, or neutral polish crayon at $1.50 postpaid. In attractive plastic carrying case, $2.50 postpaid. Extra or refill crayons at $0.35 each postpaid.



★

THE DELL COMPANY
P. O. Box 1709
Savannah, Georgia

Shopping



CASE YOU'RE LOOKING for that special gift for a Daddy or Mommy who puffs with pride over his or her little charmer, this is it. A golden metal cigarette case has any size photograph reproduced inside in black and white, or tinted. Case measures 3" x 4", holds regular size cigarettes. (Picture returned intact.) $5 ppd. Evelyn Reed, 538 Madison Ave., New York 22.

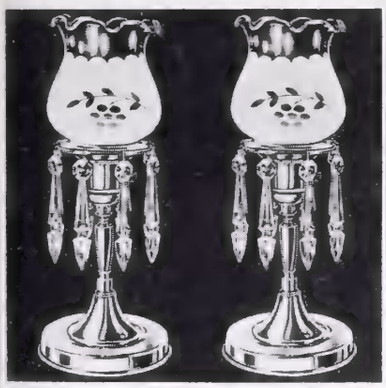


RINGS ON YOUR FINGERS when you're hustling with household chores are likely to get caked with soap flakes or even slip down the drain. So put them in this little ring scoop. It's as good as an insurance policy. White pottery with red or green hearts and bow design. it's 2½" x 1¼". Order one for the kitchen, another for the bathroom. 75¢ ppd. The Red Door, 1707 Central St., Evanston, Ill.



EATON'S TALL LETTERS. A few words make a long letter when a young scrivener is writing his thank-you notes on this gay stationery that is lined and printed in color with a giraffe and clown. And to make writing *fun*, the two pencils have circus animal heads. Box of 18 sheets and envelopes with pencils. $1.25. Extra pencils (divine favors!), are 35¢ each. Ppd. Mermod Jaccard King, St. Louis. Mo.





HURRICANE LAMPS

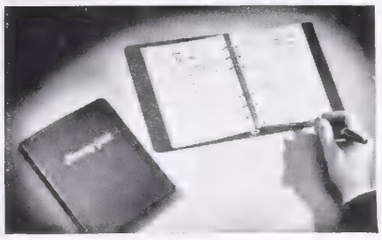
With the twice-the-price look. Solid Brass-lacquered for longer wear—they're 12" high with 8 genuine lucite drops and crystal etched shade. A Handsome Addition to Any Home for Xmas.

a pair **$5.95** a pair

Shipped postpaid anywhere in the U.S. No C.O.D.'s. Direct from Factory.

LAMPLAND
505 Second Avenue Pittsburgh 19, Pa.
Write for free catalogue.

AN ENTIRELY NEW IDEA IN DESK CALENDARS



THE PLANNING GUIDE

The modern memo-organizer. One of the most practical daily reminders ever developed! Handsome 7⅝" x 6½" loose-leaf binder, with scientifically planned memorandum, appointment and calendar pages that provide for *daily* and *weekly* organization of activities. Must be seen to be appreciated! A huge success already among professional and business people as well as in the home. FREE pages for remainder of '50 with all orders for '51. THE IDEAL GIFT. Dark green imitation leather cover, $3.95. Genuine Morocco Grain, $8.50. DeLuxe Genuine Pigskin, $12.00. 100% satisfaction guaranteed or money back. Postage paid when cash accompanies order. Discount on quantity purchases. Write Dept. N-O, Wilson Memindex Co., 149 Carter St., Rochester 21, N. Y.

$3.95

"GIVE THESE, LIFETIME GIFTS"

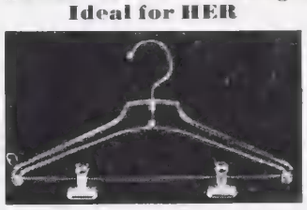
Extra Wide Coat Hangers For HIM
Imported from Sweden



Deluxe clear lacquered Swedish modern finish. Full 20" wide. Selected wood. Nickel plated hook. Extra length trouser rod. "World's finest hanger."
3 for $5 ☐ 6 for $9 ☐ postpaid.

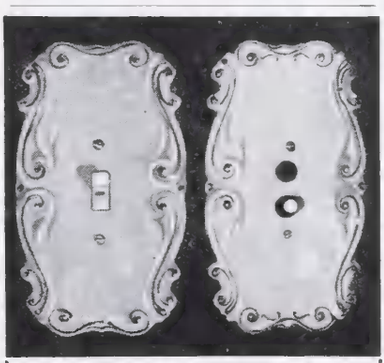
No C.O.D.'s please

Ladies' Plastic Suit Hanger Ideal for HER



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SEND US YOUR CHRISTMAS LIST

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"for that different gift"

This beautiful redwood lawn marker "the wood eternal" is now available with distinctive hand gilded 23 carat gold leaf lettering (*shown above*) . . visible day or night. Supplied with rings and hooks for hanging or with a stake ready to install . . . specify preference. Also supplied with lettering in white deck enamel (*shown below*) visible at night too! Durable and weatherproof.

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4"x23"x1" . . . 23K gold leaf, $8.95 prepaid
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a. We're going gay for Christmas with a new, new creation by Wamsutta! Color fast stripes combined with fine Wamsutta Supercale quality to bring bed beauty to your house. Striped hem on sheets, all over stripes on pillow case. Stripe color: pink, blue, yellow, green.

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35c pp. and ins.

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. . . probably an evolution of the small escallop dishes first made about 1791, serve most attractively, candy, popcorn, potato chips, cookies, and innumerable other things. Charming pieces to own or give, each is 10" x 8", and an an exceedingly modest price for one of the finest qualities of silver plate made. Upper No. 6 — $10.00, lower No. 7 with applied border $11.50. Prices include Federal Tax and postpaid shipment. We give prompt and careful attention to all mail orders.

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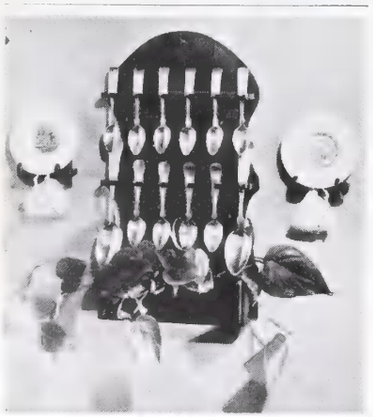
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(*Continued on page* 41)



Barton GRAND RAPIDS *Regency Step Table*

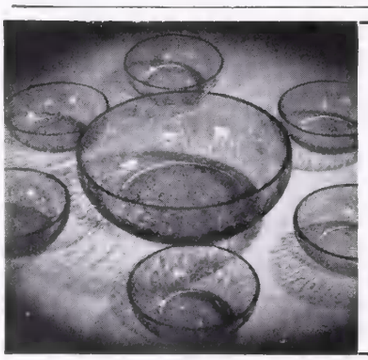
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This superbly finished deep-toned Mahogany step table has all the class and elegance of 18th Century pieces many times its price, which goes to show that you need not pay a fortune to endow your home with the authentic touch of true traditional styling. A favorite design with decorators; has the functionalism to combine well with modern. 14 x 24 inches, 26" high. Packed for safe delivery; guaranteed perfect. Shipped prepaid for only $19.95. Truly, a wonderful value!

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DEPT. 406-A BERKEY E GAY BLDG., GRAND RAPIDS, MICH.



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"COMMAND PERFORMANCE" IN FINE CHINA FOR THE SPANISH EMBASSY
as created by Lenox. Magnificent color, translucent beauty, and superior strength have made Lenox the choice of diplomats, presidents, kings and other famous personages throughout the world.

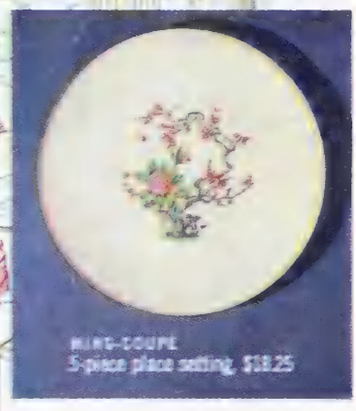
THE SAME RARE BEAUTY FOR YOU IN *Cretan* BY LENOX

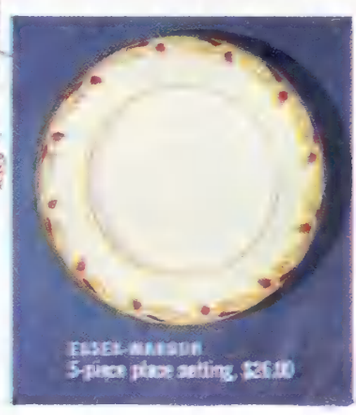
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Cretan, 5-piece place setting (dinner, salad, and butter plates, teacup and saucer) . . . $18.25









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Window Shopping

CONTINUED FROM PAGE 36

ET'S FACE IT. It's the rare ild who doesn't regard soap as n invention of the devil, and nless you're resigned to angels ith dirty faces you'll want these rry wash mitts to combat the ap-and-water allergy of small y. Each is hand embroidered ith a pixie face, has a ribbon r hanging on hook. Set of 3. blue, white and peach, $2 ppd. o c.o.d.'s. L. Bamberger, 1 nckney St., Charleston, S. C.



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Here is the heartwarming atmosphere of the traditional log fire, captured by craftsmen and presented with pride as a contribution towards gracious living.

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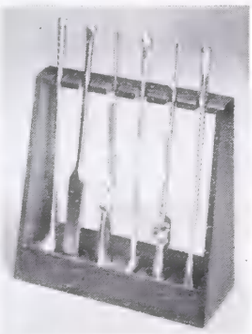
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Attractive Cast Iron and Cast Aluminum Items for *Christmas*



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Glass top **$24.50**
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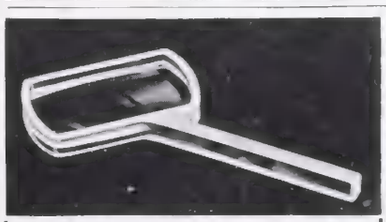
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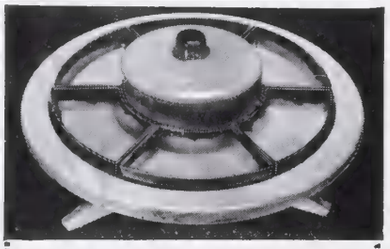
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LAZY SUSAN... *Extra Large*

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Window



A COOK'S TOUR de force is this grand Recipe Tender. A sturdy plastic case comes with 216 kitchen-tested recipes printed on special plasticized 3" x 5" cards that clean with a damp cloth. There's even room for adding 100 recipes of your own. Slot on cover holds card for easy reading. Ivory, red, yellow, green or blue case. $2 ppd. Gift Ideas, Box 53, Fresh Meadows Station, Fresh Meadows, N. Y.



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TEXAS GRAPEFRUIT

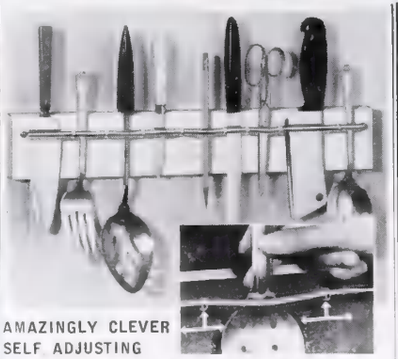
For your convenience, we have made a chart below, showing **delivered** prices on different varieties of Texas Grapefruit (Ruby Reds, Pinks, Whites & Assorted) in various size containers (1 doz. carton; half-bushel; full 55-lb bushel). If you intend sending Texas Grapefruit to friends, relatives, customers and employees for Christmas (and it's an excellent gift idea), this chart makes it easy to figure cost on any quantity, any variety, anywhere in US (except Fla, Cal & Ariz).

State	Size	Reds	Pnks	Whts	Asst
Ark.Okla La.Texas	1dz	3.30	2.95	2.75	3.00
	½bu	4.95	4.30	3.85	4.35
	1bu	8.50	7.00	6.40	7.10
Ala.Colo.Iowa Kan.Miss.Tenn Mo.NMex.Nebr	1dz	3.40	3.05	2.85	3.10
	½bu	5.15	4.50	4.05	4.55
	1bu	8.80	7.30	6.70	7.40
Ga.Ill.Ind.Mich Ky.Min.NC.SC ND.SD.Wisc	1dz	3.50	3.15	2.95	3.20
	½bu	5.35	4.70	4.25	4.75
	1bu	9.10	7.60	7.00	7.70
Del.DC.Md.NJ NY.Va.WVa.O Pa.Utah.Wyo	1dz	3.60	3.25	3.05	3.30
	½bu	5.55	4.90	4.45	4.95
	1bu	9.40	7.90	7.30	8.00
Conn.Mass.NH RI.Me.Vt.Wash Id.Nev.Or.Mont	1dz	3.70	3.35	3.15	3.40
	½bu	5.75	5.10	4.65	5.15
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P.O. Box 265 Hoboken, N. J.

Shopping



HRISTMAS CANDELA-RA. A striking design of time-ss simplicity and classic ele-nce is created by Van Keppel-reen. We'd like them surrounded Christmas pine over a white ick fireplace. Finished in black rust-proof steel, the four-ndle holder. 6" x 10" high is 8; the six-candle holder. 22" x " high. $25. Jacksons. Clay & th Sts., Oakland 12. Cal.



REEN WITH IVY. The most chanted ivy basket that ever ng on a wall or beside a sunny ndow is hand-woven of natural ed. It comes with 6 jade-green plants, rich planting soil, wer pot inside basket. 2 ceramic ds to perch on roof and nest, metal hanger, and raffia for nging. It measures about 10" gh. 8" wide, costs $3.95 ppd. rry and David at Bear Creek chards, Medford, Oregon.



EMS OF PRAYER. A silver-ted rosary comes in its own le "prayer book" case of hand-rnished, gold-tone metal. Tiny ough for a child to carry in her hool jacket, for a man to tuck his vest pocket, for a woman slip in her purse, it's a lovely l fitting Christmas gift. Just 95 ppd. Harvard Gifts, 75 Har-d St., Pittsfield, Mass.



Add a note of originality to Entertaining



Serve NORRIS

DELLA ROBBIA MINTS

By the makers of the famous VARIETY BOX

Serve the original fruit and flower shaped mints, hand-tinted and flavored with rarest English mint.

$1.25 the pound

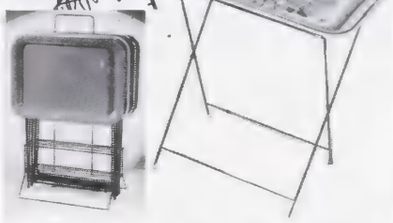
NORRIS EXQUISITE CANDIES

NORRIS CANDY COMPANY • 223 PEACHTREE ST., N. E. • ATLANTA, GEORGIA



Caddy Tables

For Minute's Notice Serving



HANDSOME AS IT IS HANDY!

New! Colorful! Table of a dozen uses! For the cocktail party, buffet dinner, television get-together. Tray may be detached for serving—is alcohol and heat resistant. Measures 17½" x 12¾". Choice of floral pattern, solid Red, or solid Black. Table stands 21" high. Sturdy steel construction—rubber footed. Shipped express collect.

Each $2.29

Set of 4, Storage Rack included $9.98

Colorful, Practical Xmas Gift
SATISFACTION GUARANTEED

BLOCK COMPANY

138-B West 54th Street • Chicago 9, Ill.



Keep Ice Cubes 4 Hours!

THERMO TUMBLERS

Exciting new tumblers keep ice cubes four (4) hours without melting. (Prove it to yourself!) Two layers of Lucite with a vacuum between is what turns the trick. They won't sweat, need no coasters, won't moisten hands. Ideal for bridge. 10-oz. size, in festive shades of Cobalt Blue, Red, Green, Amber. You'll want several sets at the new low price. *No C.O.D.'s, please.*

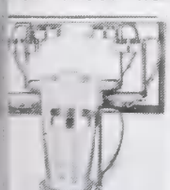
Set of 4 (One each shade) $5.00 Each Now $1.25

Mail orders rushed postpaid

The Artisan Galleries

FORT DODGE IOWA

FOR THOSE HOLIDAY PARTIES!

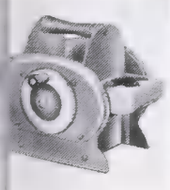


KENTLEY COASTERETTES

Gay, practical gift for folks who entertain! Gleaming chrome spring steel clip holds glass or bottle tight—can't slip. Handy styrene handle and base—with removable, absorbent coaster. Extra coaster set included. Gift-boxed, transparent cover.

SET OF 4—Asstd. Colors—Blue, Green, Red, Yellow—POSTPAID $2.00

ANASTA PLAYERS LOVE IT!



NEW! JOHNSON CARD SHUFFLER

For your card-playing friends—or yourself! Automatically shuffles 1, 2 or 3 decks of cards—faster and better than by hand. Cards last longer. Sturdy steel construction, green enamel and chrome finish.

TTRACTIVELY GIFT-BOXED—OSTPAID $5.50

No C.O.D.'s. Satisfaction guaranteed
When ordering, print name and address.

POLLACK'S GIFTS

09 Oregon Street Oshkosh, Wisconsin

"Grip'n Cut"

A 3 Pc. Carving Essential



For slip-proof carving—stainless steel roast holder and hollow ground carving knife, both with simulated Hornhandles. Non-skid grooved board fits right into your platter.

$4.95 Complete Postpaid

Check or Money Order—No C.O.D.'s

MAC MANNES

1312 G St. N.W. • Washington 5, D.C.

SEND FOR AMERICA'S FAVORITE

PRIDE OF WISCONSIN CHEESE

Mailed anywhere in U. S. A. $4.75 Postage Paid



Net Wt. 4 lbs. 6 oz.

Packed in holiday gift box . . . . seven varieties of tangy, full-flavored Wisconsin cheeses . . . all cellophane wrapped. Gouda, Edam, Cheddar, Brick, and Buffet . . . Cheese Rolls in Port Salut and Swiss.

Check or money order must accompany request.

E. R. GODFREY & SONS CO.

BOX 2067 MILWAUKEE, WIS.



DRESDEN BISQUE

Angel Quartet in Baroque style with delicate flower applique, suitable for brackets or table decoration, 5" high, all white, set $19.50

Gold trimmed, set $25.00

Alfred Orlik Inc.

745 FIFTH AVE., AT 58th ST. NEW YORK 22



NEW! MUSICAL XMAS TREE TURNER

This year have a tree that'll thrill your family and friends!



JUST PICTURE THIS: your tree fully-lighted and revolving slowly while a genuine Swiss movement plays well-known Xmas carols. It really adds to the holiday spirit! Built by expert craftsmen. Powerful but quiet electric motor turns tree and operates musical movement. No winding. Plays two tunes. Separate controls for motion and music. Adjustable for trees up to 9-ft. in height. Ball bearing movement. Chrome plated housing; attractively finished base. Overall dimensions: 13" x 13" x 9" (high). 115 V A. C. only. Revolving tree spindle has plug for your tree lights.

For assured delivery, order immediately. Send check or money order. Complete, postpaid.

$33.50

ULRICH BROS.
DEPARTMENT A, GRANGER, IND.

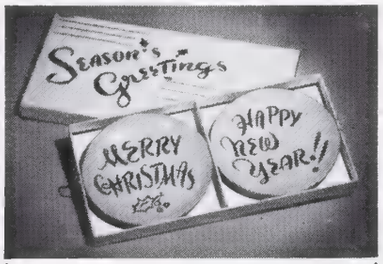


Handsome Couple

And a couple of handsome bargains, too! The sterling silver pepper mill has a beaded edge, a fine French mechanism and the grinder adjusts for coarse or fine grinding.
4" high, $12.50

Sterling silver lighter for table or desk has a beaded edge and comes fitted with an Evans mechanism.
3½" high, $12.50
tax and postage included
no c. o. d.'s please

bertram shrier ltd.
1147 Connecticut Ave., Washington 6, D. C.



A Fabulous Idea

A pair of jeweled Enamel-on-Copper trays . . . for a novel way of spreading holiday cheer. Beautiful hand cut steel engraved lettering in festive red on bright green background. Unbreakable, burnproof and fadeproof . . . for use as ashtrays, mint or nut dishes. Gift boxed, ready for you to mail.

(Can be mailed anywhere in the U. S. A. for 5c postage)

$1.95 Ppd.

No C.O.D.'s, please
Write for free gift circular.

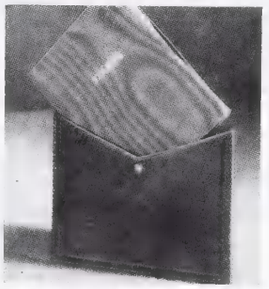
Marie Fitzgerald Shop
Dept. C, 184 North Ave.
New Rochelle, N. Y.

Christmas Gift Wraps



Your Christmas gifts will be gay and distinctive wrapped in these unusual papers. Created by outstanding designers, including Walt Disney Studios. Beautifully executed patterns lithographed in brilliant colors on strong, heavyweight paper. Regular $3.00 value. 24 full size 20" x 30" sheets in assorted designs sent postpaid for $2.00. Send check, cash or money order. No C.O.D.'s.

The GIFTWRAPPERS
P.O. Box 1090, Rochester, N. Y.



PERSONAL POSTMAN
stamp carrier
$4.50 postpaid

Smart genuine leather envelope design case in cherry, brown or green, holds a moire-covered stamp-book with plastic pages for all denominations.

HALL GALLERIES
ALBERT STEIGER · COMPANY
SPRINGFIELD · MASSACHUSETTS



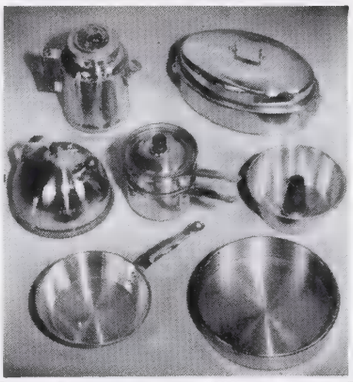
Window



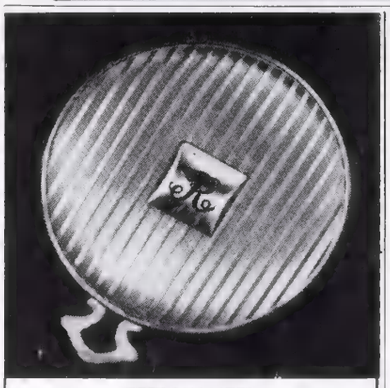
A WEDDING CUP with whic the bride and groom will drin their first toast as Mr. and Mr is this glass goblet. Marked wit their full names and the weddin date, it will take the honore place on their mantel. Send to them as a wedding gift, an they'll drink to you, too, eve anniversary. 6" high. $10 pp Allow two weeks delivery. Ho day House, Upper Montclair, N.



STEP UP, KIDS, and you be tall enough to reach the cool jar, to brush your teeth, to g your skates on the closet she For every Small One whose rea exceeds his grasp, this is the sto that proves stature is more a ma ter of initiative than inches. T *porcelain enamel* top has a da ling rhyme. Frame is red. $3. ppd. Robert W. Kellogg Co., Hillman St., Springfield. Ma



GIVE HER THE TOOL and she'll turn out a doll-hou feast that even her most delica "child" will wolf down. A set aluminum kitchen utensils, ma to exact scale, includes a 4½ percolator that really perks, whistling tea kettle, a 6¼" o roaster, double broiler, fryi pan, layer cake pan, and an food cake pan. Every piece ac ally works. $1.95 ppd. The tisan Galleries, Fort Dodge, Io



PERSONALIZED
PURSE MIRROR

This type mirror is wanted by every woman. Gold finish with any one initial desired. This beautiful mirror can be had in magnifying or non-magnifying. The size is 3⅛" and will fit conveniently into any purse.

$1.00 Postpaid
West of Mississippi, Add 10¢
Check or money order No C.O.D.

Unique Metal Creations
P. O. Box 89 North Bergen, N. J.

Adjust your pearls to flatter any neckline!



PEARL NECKLACE
Shortener

NOW, wear one string of pearls at the length most becoming to any costume with this necklace shortener of lustrous simulated pearls on ingenious sterling silver safety clasp. Safer—no knotting, pinning or tying of your necklace. Always attractive even with shortest hairdo. Makes unique lingerie pin, smartest of scatter pins, wonderful Christmas gift idea! Mail orders filled. No. COD's, please.

$1.00 tax incl. postpaid • (2 for $1.79)

MARSHALL ELLIS & CO., In
Dept. HB12, 630 FIFTH AVENUE, NEW YORK

Shopping



OLD UP THIS STAGE-OACH and you'll see why it's lled an Heirloom toy. Made of st iron, it's guaranteed inde-ructible—no matter how real-tic a workout a wild Indian ives it. It might have come out a technicolor Western with its shing black horses, yellow heels and bright red coach. orses and driver are detachable. 1½" long, $3.50 ppd. Landfall arn, Plymouth Meeting 1, Pa.

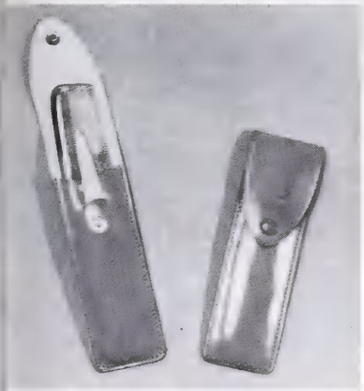


UNG BY THE CHIMNEY ITH CARE, this is the stock-g that will catch Santa's eye e very minute he opens his ack of toys. Equally important, ere will be no argument about hose stocking is whose on Christ-as morning. Made of red felt, e white top is embroidered in d with any first name. 20" long, .50 each; 3 for $4 ppd. Horizon ouse, Box 628, Summit, N. J.



LANTER'S PUNCH. A ow-off planter, the nicest we've er seen, is made of solid ma-gany. The "trellis" arch is btly Chinese in feeling, so it ould be equally wonderful in modern or traditional room. nd the two brackets are per-ct spots for a pair of figurines. 3" x 7" x 24". $15.25 plus e post. Raymond Koons, 1017 reenleaf St., Evanston, Ill.





HERE IT IS . . .

to help him or her to keep that well groomed look give a "Pocket Kit"—quality crafted by Rumpp—consisting of a comb and tripled cut steel file in a genuine California Saddle Leather Case (natural). Would make an ideal stocking gift for Christmas.

Priced at only $1.25 tax inc., postage prepaid. Send check or Money Order to:

AGNES HENN, Gifts
Drawer B Spring Lake N. J.



Jolly Santa Salt & Pepper
$1.25 Pair

The fattest, jolliest Santa with his bag of toys make the perfect holiday Salt-and-Pepper set. Santa is 3½ inches high with gay red suit. $1.25 pair, postpaid.

Jolly Santa Pottery Bank
$1. each



Childhood's Christmas dream in a gay pottery bank 5½ inches high (perfect table decoration or mantel figurine) $1 post paid.

No C.O.D.'s please.

CHARM COTTAGE
"On the Mississippi"
Davenport, Iowa





MAILMASTER
by the HANDICRAFTERS

Beautiful handmade heavy brass or copper mailbox with hand-wrought rustproofed iron scroll-work; 12¼" long, 6½" deep, 4" wide. Choice of highly polished BRASS or COPPER, or brass box with BAKED ENAMEL finish in Bone China White, Soft Virginia Brick Red, Jonquil or Black.

PRICES (postpaid:) brass box in color—$14.95; polished brass — $15.95; polished copper — $17.95. Hand lettered name—$1.00 additional. Larger box holding House Beautiful inside—$22.95. Money-back guarantee. No C.O.D.'s, please. Designate wood or stone fasteners.

RACINE SPECIALTY MFG. CO.
1417 HAMILTON ST. • RACINE, WIS.

Hand Carved
LAMP TABLE



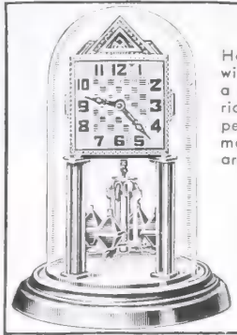
Solid Mahogany Top $49.50

White Marble Top $65.00

This exquisite Victorian masterpiece is solid, hand-carved Honduras Mahogany, hand-rubbed to a rich, warm glow. Top is 18" x 14"; height 28". No C.O.D.'s, please. We pay the shipping charges. A rare value. Order now.

Send 50c for complete Album of Victorian Masterpieces

NETHERBY HALL
Box 96-A, Station E, Atlanta, Ga.



A Clock of Rare Beauty & Utility

Have you heard about the famous imported 400 day clock? You wind it once and it runs for 400 days, keeping precise time. It is a wonderful decoration for every home. The glass dome imparts rich beauty to this practical gift. Each clock with protection of pendulum spring; assorted dials. In all parts fine polished movement of exquisite precision. Made of polished brass. Our clocks are perfectly mastercrafted and are ornaments of rare beauty.

Size 12" high by 8" diameter.
Introductory low price of **$48.50**
Send money order, no C. O. D.'s. (including tax and postage)

BERNARD KELLER
Importer of Outstanding Items
307 Fifth Avenue New York, N. Y.



12 Piece
PLACE MAT
SET

4 Mats
4 Doilies
4 Napkins

only 5.95

For A Charming Table Setting . . or Smart Gift!

Authentic reproduction of a gorgeous American Beauty rose embroidered on organdy, in heavy gauge washable plastic table mats and tumbler-doilies . . . with smart, matching design 17" napkins. Choice of red or yellow rose.

Attractively Gift Boxed

ON MAIL ORDERS... add 30c postage

"The Linen House Since 1896"

Fortig's

433 5th AVE., NEW YORK 16, N. Y.



Window



ENCHANTED BIRDS. You'll wonder if they're real, or sweet dreams that have flown through the bars of sleep. Winged with shimmering metal lace, they're tree ornaments, table decoration, mantel accents. Their glimmer and glitter is sophisticated sparkle. Their will-o'-the-wisp magic is the echo of a fairy tale. Your choice of jewel colors, $2.50 for three. Postpaid from Dolores, Box 145 Station D, Cincinnati, Ohio.



RED LETTER STATIONERY. Here's an idea you'll do well to earmark for every boy and girl on your Christmas list. A good-looking box contains 50 sheets of plain white paper imprinted with a first name in giant red letters, 24 plain envelopes and 12 pencils with first and last names stamped in gold. $2 ppd. Giftcraft, 1234 East 47th Street, Chicago 16, Illinois.



TAILORED NYLON at your windows is a grand way to make light of winter weather. Made of 70 denier Cheney nylon, these have 5" bottom hems, double side stitching, and they're 86" wide to the pair. In soft ivory, 54" long $6.50; 63" $7.50; 72" $8.50; 81" $9.50; 90" $10.50. They're the answer to a lazy lady's prayer. No stretching necessary! Postpaid from Colten's, 1351 Beacon St., Brookline 46, Mass.

Smart Personalized JEWELRY



So different, beautifully matched, satin finish, made of sterling silver, first name or nickname in small raised letters. Bracelet, necklace and key chain are loose links.

FOR HER

Bracelet ...$14.40
Necklace .. 21.60
Ear drops .. 14.40
Key chain .. 9.00

FOR HIM

Links $14.40
Tie holder .. 9.60
Money clip . 12.00
Key chain .. 9.00

Postpaid. Prices include tax. Check or money order. No C. O. D. Two weeks delivery.

Edward J. Losos
Box 470 Oak Park, Ill.



SILVER CO. SCORES AGAIN

Georgian Style
Gadroon Design
Size 18 x 14 in.

$9.95 tax incl.

This beautiful duo entree dish, heavy silver on copper of course, large enough for that special supper party.

Just what you want for that special wedding present, anniversary or house warming gift.

This tray guaranteed to please the most critical judge of silver or money gladly refunded.

Sorry, no C.O.D.'s. Send check or money order. Add 45c for postage and insurance.

ABEL'S
2727 Boardwalk Atlantic City, N. J.



"Lovely" you'll say...

Miniature shelves for flowering philodendrum or small niches for your loveliest china teacups are now available in NEW striking combinations. In gleaming copper or brass with walnut or imported light wood handles. Lends Charm to any surroundings. Use them, too, as candle holders, centerpiece props, or for serving nuts or candy. They're all 11" by 4½" wide. $10.00 the pair.

Craft Guild Products, Inc.
1717 North 42nd Street Omaha 3, Nebraska

Pocket Edition Manicure!



Our new CUTIE KIT is a miniature manicure set for a quick nail fixin' away from home. It's a leather covered gold-finished **case** containing **nail file, orange stick, tweezers and emery board.** Appreciated by men or women. **Gift wrapped.**

ALL 5 PCS. $1 postpaid

Colors? Red, green, navy, wine, honey and mahogany.

ELLA PACKER
PERFUMES
Traymore
1721 Boardwalk, Atlantic City, N. J.



THE CHRISTMAS CARD TREE

The easiest and most effective way to display your Christmas cards. Just SLIDE them on the "Tree." You can change a heap of greetings into a beautiful little tree of colorful cards, 21" high. Holds over 100 cards. Made of decorator's board, with Bright Silver and Christmas Red finish of metallic foil. Lasts for years.

The perfect Christmas Gift
$1.95 Postpaid
C.O.D.'s please

C. H. HAZELTON
7242 Sansom St. Upper Darby, Pa.

THE PERFECT GIFT



Terrycloth Imperial Mitts

FOR A LUXURY BATH

A new enjoyment in bathing is now possible for everyone with Imperial Mitts in tub or shower. Just slip on a pair of Imperial Mitts, lather and start sudsing.

Your body will tingle and be alive for hours and Imperial Mitts are SOAP SAVERS too.

Made of Fairfax Terrycloth, expertly tailored with elastic wrists to keep mitts from slipping off.

Imperial Mitts are safe and gentle for easy bathing of children, invalids and patients too. No more need to juggle soap and wash cloth. Also wonderful for washing dishes, polishing, carrying hot plates, cleaning venetian blinds and many other household tasks.

AN IDEAL GIFT! ORDER YOURS TODAY!

Packaged one or two pairs in an attractive box. Inexpensive and practical. Useful 365 days a year. Try them and you'll always use them. White, blue and yellow. Sizes for men and women.

When ordering: State size (for men or women), color and whether one or two pairs to a box.

$1.00 PAIR POSTPAID

SEND MONEY ORDER OR CHECK. NO C.O.D.

Dept. H IVES PRODUCTS, INC.
227 W. MADISON ST. CHICAGO 6, ILL.

Shopping



OLFER'S CRYING TOW-
L. If the 19th hole is his thirsty wnfall, or his wailing wall here he chants the lament of hook and the slice, the sand p and the water hole, give the Golfer's Crying Towel. inted in green with alibis and bhouse quips, it doubles as a bib, ties around his neck. n for his stocking, and just $1. d. Foster House, 15 Cole Court, inceville, Illinois.



T ROCKS GOOD and it sets od"—high praise indeed for a cking chair. Called the Fidelity e, it's a lovely copy of an old air and has recently been ded to the Carl Forslund col- tion. Built of solid cherry with hand-rubbed cherry finish, it s a hand-carved top rail and covered with an old-fashioned estry, 41" high. $49.55 ppd. rl Forslund, 122 Fulton, Grand pids, Michigan.



OME BILLIARD TABLE.
re, for the first time, is a really ofessional pocket billiard table the new playroom size. Stur- y custom-built by Brunswick. folds up for compact storage. th this in your house, you'll ver worry about where your n-ager is. He and all his pals ll be behind the 8-ball. 6'. 59.50 exp. coll. Von Lengerke Antoine, 9 N. Wabash Ave., icago, Ill.



Small Items in Cast Iron and Cast Aluminum for Christmas Gifts



Left—**WELCOME BELL**—The Ideal Christmas Gift. Every guest the whole year through will be a reminder of this unusual gift. Guest will enjoy pulling this cord and ring this solid brass heavy resonant bell. Sturdy ornamental iron frame with strong pull cord. Excellent for calling children. Only $12.95

Right—**UNUSUAL MAGAZINE RACK**—Aluminum. This is something different in magazine racks. Its ends carry the design of an antique vase in outline with a coat of arms in relief. Painted in white and antique green. Only $12.50



Below—**CAST IRON DOOR STOP.** 10½" high. Extreme width 6". True copy of original found in old colonial home. Features and costume in fine detail. Only $6.50





Right—**ANTIQUE FOOT SCRAPER And Umbrella Stand.** Exact copy of New Orleans antique. Combination foot scraper and umbrella rack. Painted white or black. 17" high. Base 11" wide. $6.50

Send check or money order. Crated free. Pay freight or express when you get shipment. Indicate which way you want it shipped.

Send for catalog of other items

J. F. DAY & CO. 1901 4th Ave. South Birmingham 3, Ala.



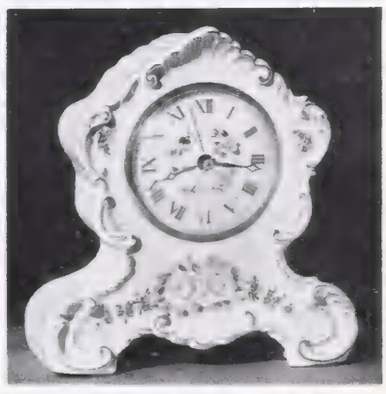
HOLIDAY COCKTAILS

Be it a gift or just personally yours . . . this intricately etched and frosted 10-pc. cocktail set befits the holiday season. Beguiling "Orchid" design, crystal clear Manhattan or Martini Set—4 scintillating cocktail glasses, 4 sparkling hors d'oeuvre trays, 1 stately pitcher with tinkling stir rod.

10 pc. set postpaid, only **$3.95**

We love the distinctive—should you, write us for catalog

JACQUETTE INDUSTRIES
1915 West Fullerton Avenue, Chicago 14, Illinois



ARTISTRY *in* CHINA ELECTRIC ALARM CLOCK

The charm of yesteryear's mastery in handicraft is combined with Today's practicability to provide a most distinguished CHINA ELECTRIC ALARM CLOCK.

Distinctively designed with colorful handpainted flowers and gold trim ornamentations on soft ivory background, this classic-designed electric clock will blend well with traditional and accent modern settings. 7½" high x 7" base with Sessions movement.

$14.95 *plus 50c parcel post including Federal Tax*

NEVILLE'S DEPT. HB. P.O. BOX 1116 TRENTON, N. J.



Guard your gloves with this 24 karat gold plated clip.
New Smart Sparkling
Sent postpaid in transparent plastic gift box.
Californians Only Add Sales Tax
george skinner enterprises
Box 98c, La Canada, California

A DELIGHTFUL GIFT IDEA!

Christmas corsage ON A GREETING CARD!





A Wallace Gift Greeting . . . bright, perky creation of ribbon, pine cone, bell, sprigs and leaves. Send it early so she may enjoy it through the holiday season. Comes in a sparkling transparent presentation box, with sturdy mailing carton, ready to address and mail. **$1.50** postpaid

Send Cash, Check or Money Order

the BURGESS HOUSE

GIFTS GALORE!
Write for
IDEA-PACKED CATALOG

428 South Sixth Street, Minneapolis 15, Minn.

NOEL SINGERS
the newest in Christmas candles
IMMEDIATE DELIVERY



Individual figurines are hand colored and caped with frosty-white snow. This unique candle centerpiece is 8" high and will add beauty and joy to every holiday table.

Set of 7 pieces, completely postpaid **$2**

FREE gift catalog with each order. No C.O.D. No stamps please.

edith party creation
972 Dean St. Dept. HB-12 Brooklyn 16, N.Y.

Trivet Sconces



For your Christmas tapers . . .



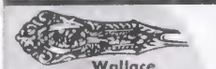
Black Iron **$2.00** each.
Solid Brass **$4.50** each.
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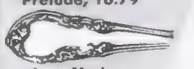
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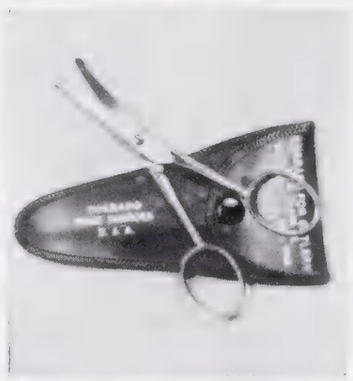
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TREE TO GET READY the hushed wonder of Christm morning? Then you'll want th wonderful German ornamer They're as nostalgic. as full the old-fashioned spirit of Chr mas. as children singing car in the frosty night. Of ha blown glass in shimmering ors, the set of 12 is $3 ppd. J. Anthony. Box 402. Milwaukee Wisconsin.



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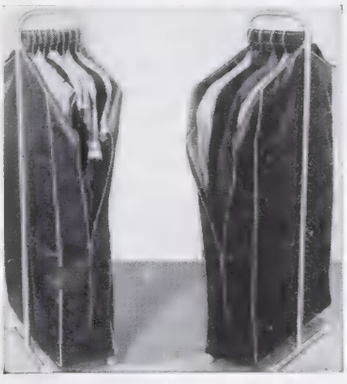
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WAIST HUGGER. The Flip-On apron clips around your middle, adjusts to any size and fits snugly. Just slip the apron on the plastic ring as you would put a curtain on its rod, slip it off for laundering. Now your apron lies flat for easy ironing. Flip-On comes with a red and white polka dot apron with white organdy trim. Just $2 ppd. Ward Phillips Company, Dundee, Ill.



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with Monogrammed Safety Reel to Match



Actual Size

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holds 9 plants in any desired arrangement

Lovely Crackled Green Finish
48" high—25" wide—9½" deep
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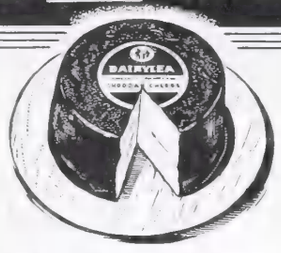
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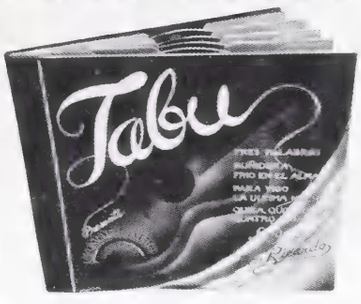


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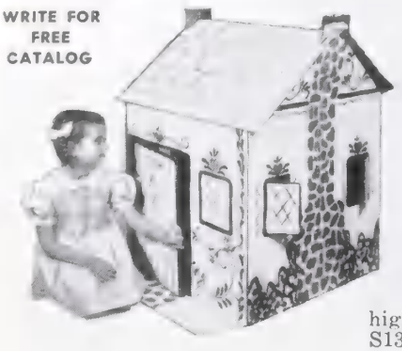


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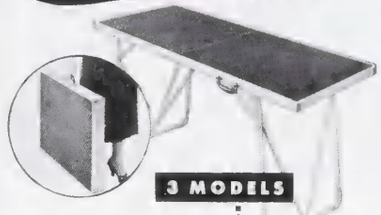
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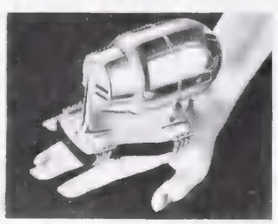
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Distinctive, practical gift for the child you love! Youngster's first name permanently glazed into all four pieces. Oyster white set hand-decorated in blue with rust and green. 9" and 6" plates, 5" bowl, 11 oz. mug. Boxed. When ordering, print child's name. State if girl or boy design wanted. Send check or money orders. (Sorry, no C.O.D.'s.) Per set, post paid, $5. For Christmas gifts, order before December 1st.

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50 BALLOONS

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GREAT FOR PARTIES!

Some blow up to 4 feet long! Giant airship balloons; giant serpentine balloons; "Snooty," the clown with the big nose; "Oscar," the rabbit with big ears; "Tippy," the lovable mouse, Big Santa Claus. 50 balloons in all—finest rubber obtainable; every one guaranteed perfect. 10 brilliant colors, many sizes. Wonderful fun for kids and just the thing for your own Christmas and New Year's parties. Money back if not delighted. Order as many sets as you wish.

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Only **$3.95** Postpaid

Order NOW for the children (6 to 16) on Your Gift List. Satisfaction guaranteed. No C.O.D.'s, please. Send check or money order to:

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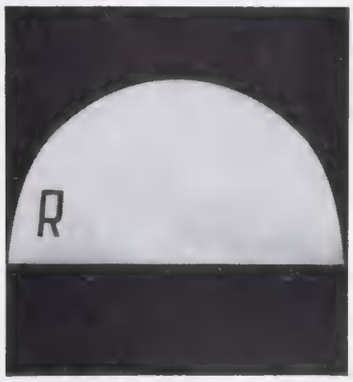
Shopping



THE MERRY-GO-ROUND GOES ROUND, the music plays with a lighthearted lilt, and the children riding the four carousel prancers are having a whirl. Made of red and white plastic, 7½" high, 6½" wide, it's a lovely toy for a child's bedroom, and the nursery tunes it plays will serenade a sleepyhead into the Land of Nod. $4.95 plus 25¢ post. Grinnell Bros., 1515 Woodward, Detroit 26, Mich.

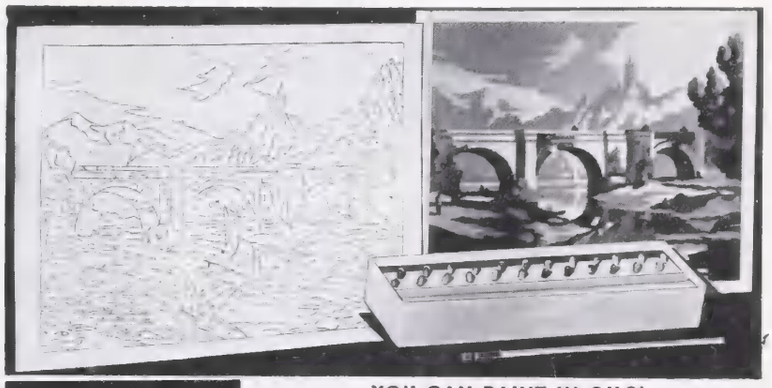


TOPS FOR A TABLE. Here is the mat that is practical enough to use every day, gala enough to set the scene for a party. Made of washable white leatherette, in the fashion-wise half-circle shape, the single appliquéd initial and the piping come in blue, red, yellow, or green leatherette. Just $1.50 each. Add 30¢ post. No c.o.d.'s. Order from Anita Gardner, 105 East 57th Street, New York 22, N. Y.



LAP HAPPY. A personalized lap desk is a happy gift for anyone from your autocratic grandmother to a small doodler. For reading, writing, eating, paying bills, doing jigsaw puzzles or homework, playing solitaire, it's wonderful. Stain-resistant blonde wood, 24" x 16", it's hand-painted with first name, house name, or monogram. $3.95 each; $7.50 for 2 ppd. No c.o.d.'s. Hannah House, Box 501, Canton, Ohio.







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No experience needed! Fill in each area of canvas with color indicated and watch your painting take form. Everything you need included: ready-mixed oils, artist's brush, stamped canvas (16" x 12"), instructions. Choice of subjects: The Bridge (shown above), Mountain Road, Snow Scene, Poppies, Zinnias, Swiss Village, Bon Voyage, Homeward Bound, Canal Boat, Quiet Waters, Columbia Jays, Birds of Paradise, Twin Parrots. Picture-craft Kit, postpaid, **$2.95**

LITTLE PITCHERS HAVE BIG EARS!

It's been said time and again that "little pitchers have big ears," and so they do! The pitcher itself is about 3" tall, and just look at those ears! In fact, it's practically all ears. Made of fine ceramic, in assorted colors. A silly something to use as you choose. Enchanting for collectors. Each Postpaid, **$1.85**

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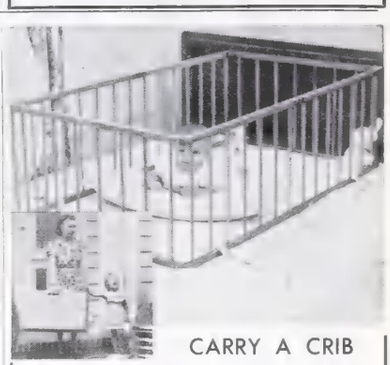
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Instead of staying home, you can take baby with you for a night, a weekend jaunt or long trip. The Kel-Art collapsible-Krib securely attached to any adult bed, cot or couch with its non-slip webbing straps provides a safe crib or pen for baby to sleep or play. When up, krib is 50 ins. long x 28 ins. wide x 20 ins. high. About standard crib size. Easy to set up or take down, a matter of seconds. Choice maple and birch in clear finish. Comes in suit case size carrying carton. Weighs approx. 8 lbs. Grandmothers love 'em. Thousands in use. Ideal gift for military parents—makes it easy for baby to visit soldier daddy. Prompt deliveries.

Postpaid $12.95*—No C. O. D.'s

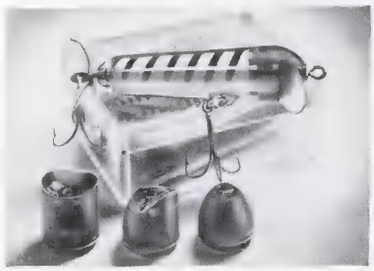
KEL-ART COMPANY

P.O. Box 331 **Ardmore, Pa.**

*$13.95 after Dec. 31, 1950.

New— MYSTIC MINNOW

100 Bait Combinations In One Magic Lure



Ideal Christmas Gift For Any Fisherman!

Amazing new casting lure. In seconds it can be converted into popper, darter, diver, wiggler, etc. Pocket-size plastic box contains clear all-plastic body with color inserts and four interchangeable heads. MYSTIC MINNOW is a complete fishing kit in itself. Proved fish-catcher! It's yours, complete for only $2.85. SEND NO MONEY. Pay postman $2.85 plus postage. Or send $2.85 and save postage. Order this super-lure as a Christmas gift for yourself or YOUR FISHERMAN TODAY!

MAIL TODAY!

NICKEL TACKLE CO., Dept. B
247 Riverside Ave.,
Jacksonville 4, Fla.

Rush by return mail MYSTIC MINNOW @ $2.85. On arrival I'll pay postman $2.85 plus few cents postage.

Name_____

Address_____

City_____ State_____

SAVE POSTAGE! Enclose $2.85 with coupon.

IDEAL GIFTS for The New Baby!



Electresteem

8 BABY-BOTTLE STERILIZER

Easier to Keep Clean

The only popular-priced electric sterilizer that will sterilize 24-hour supply of 8 bottles at same time. White enamel top, ebony plastic base. Automatic safety shut-off. AC current. (No bottles or connecting cord.) Postpaid only **$7.95**

BABY CHEF JR. BOTTLE WARMER



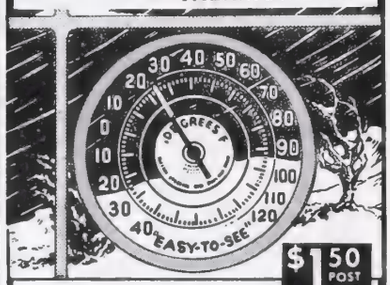
America's finest. Helps humidify room. Boils baby's egg. "Insawall" construction keeps walls cooler, prevents burns. Automatic safety shut-off. AC current. Connecting cord. Specify color wanted — pink or blue. Postpaid, only..... **$1.99**

Both for only $9.94. Order today.

Send Check or Money Order (No C. O. D.)

DIRECT SALES P.O. Box 1271M Cincinnati 1, O.

NEW "EASY-TO-SEE" WINDOWPANE THERMOMETER



$1.50 POST PAID GIFT BOXED

SEE at a glance HOW COLD IT IS OUTSIDE from inside

Big figures and pointer on 3½" transparent dial (you look right thru it). No squinting to read. Takes just a glance even 10 ft. away. No screws, no brackets. Attaches easily *anywhere* on outside of windowpane. Weatherproof adhesive included. Specially compensated for windowpane use.

Money-back guarantee. No C.O.D.'s.

ACCURATE - UNIQUE - ATTRACTIVE

Brad Lee Gifts

22 Bedford St., Waltham 54, Mass.

Welcome to Spencer's Sterling Club

COLLECT your favorite Sterling Silver this budget-wise way! We carry all the patterns—by world's famous silversmiths such as Gorham, Towle, Wallace, International, Lunt, Heirloom, Tuttle, Whiting, Watson, Smith, Alvin. Order one or more place settings. Each Setting includes Teaspoon, Knife, Fork, Butter Spreader, Salad Fork, Soup Spoon. Pay $1.00 on receipt of each place setting, balance in 8 equal monthly payments. You pay nationally advertised price, no extras, no interest, no carrying charges, *no money down!* Included at no extra cost, roll with each 6-piece place setting. Start YOUR dreamed-of Sterling collection this easy, thrifty way. Use the coupon today. Odd pieces are available in all patterns.

© 1950 Spencer's Silver Suite



MAIL THIS COUPON NOW!

Gentlemen: I ... to join Spencer's Silver Club. Please send me_____ place settings of _____ pattern. (Each setting contains 8 pieces itemized above)

I enclose no money, but will pay $1.00 on receipt of each place setting, balance in 8 equal monthly payments.

NAME _____

STREET _____

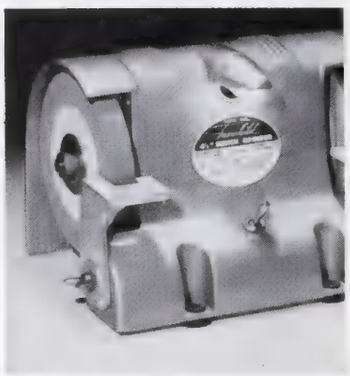
CITY _____ STATE _____ (HB-12)

SPENCER'S SILVER SUITE "Silver Specialists for 37 Years"

39 S. MAIN ST. DAYTON 2, OHIO



Window



IF YOU LOVE THE GUY, give him *his* kind of a present. A new streamlined ½ h.p. Bench Grinder is an electric tool that's a streamlined eye-catcher. Extremely compact, it comes complete with work light, adjustable post rests, 4½" balanced wheels. With this in his work shop, you'll never have a dull blade in the house. $15.95 ppd. Order it from Fairchild Industries, 110 Main St., Burlington, Vt.



LIGHT ON THE SUBJECT. If you're a reader-in-bed, there's nothing that can cure you, so you might as well pamper your vision with a good bed lamp. This bakelite one clamps on your headboard, directs its beam exactly where you want it, and is particularly good if your husband is an early snoozer. A fine buy at $2.50 ppd. William Spencer, 710 Chestnut St., Philadelphia, Pa.



A COLD SHOULDER becomes deliciously warm when it's becomingly covered with this English wool shawl. Cobweb soft, and lacy as a Victorian valentine, you'll want to slip it on while you're playing Canasta or looking at television—because it's as flattering as moonlight. It's a divine bed jacket, too. In soft blue, peach, or white, 4 ft. sq., $3.95 ppd. House of Logan, Boothbay Harbor, Maine.



CHILD'S DESK AND CHAIR



Built of hard maple. Beautiful natural finish and well constructed throughout. Your child will love this addition to his own room. Sets available in two sizes—Desk top 16" x 24"—Chair leg 14" high. This set designed for child 3-8 years old. $17.25 desk and chair delivered. Desk top 18" x 24"—Chair leg 18" high. This set designed for child 8-13 years old. $19.25 set delivered.

Send for catalogue of low cost modern furniture 25c—refunded on first order.

THOMAS CRAIG, *Craftsman* • Box 460, Bryn Mawr, Pa.



BIRDS, 2½" High HORSES, 3" Long. Your choice of 8 pieces — Birds, Horses, or Assorted.

IMPORTED CHINESE MINIATURES

Exquisite Chinese glaze. Horses and Birds in life-like poses. Assorted, brilliant colors. Set of 8, $3.95 postpaid.

CHINESE GOOD LUCK ELEPHANTS

1¾" long. Make ideal gifts. 3 for $1.25 postpaid.

BAMBOO WALL SHELF



Perfect setting for curios. Sturdy shelves of ¾" solid oak (natural, black, green, chartreuse, or chinese red) with natural bamboo struts. Size 24" x 17" x 4". $10.95 postpaid. Satisfaction guaranteed on all items.

ERIC H. WHITE, Ltd., Dept. HB-12, 1405 Third Ave., N. Y. 21

Shopping





CAVIAR! And when it's Romanoff Caviar, in its own handsome server of polished glass and spun aluminum, you *really* have something. To serve, just pack the bowl with ice, fit the jar in its specially designed well, and replace the gleaming aluminum cover. Small server with 2-oz. jar of Romanoff Green Beluga, $4.95; large server with 4-oz. jar, $9.75. Ppd. Maison Glass, 15 E. 47th St., New York 17, N. Y.



MR. & MRS. SALADS will be the favorite course of every bride and groom who has this Love Set. Made of hard-rock maple they're guaranteed washable—even in your dishwasher—and the two individual bowls are hand-painted with Mr. for his, Mrs. for hers. The service bowl, just right for two, is decorated with posies, as are the servers. $6 for the set, ppd. Marion's, Highland Park, Illinois.



CAT NAPS while the music box in her tummy plays a drowsy lullaby. A wonderful bedfellow for a small sleepyhead. Chessie is a purr-fect take-off on the Chesapeake & Ohio's famous kitten. She'll get even a bedtime-battler in the mood for the Land of Nod. Soft gray plush, 11" long, $10.95. Without music, $6.50. Postpaid from Madolin Mapelsden, 825 Lexington Ave., New York 21, N. Y.



ROTO-SHADE
NURSERY LAMP

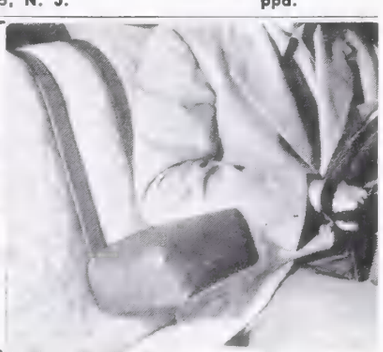
Imagine the joy for a tot at bed time
As this little lamp turns—showing each beloved rhyme.
Jack and Jill, and Little Boy Blue,
Humpty Dumpty, and Red Riding Hood too,
Three Little Pigs, and the Woman in the Shoe
All in full color—'twill please even you.
Finest materials promise long lasting pleasure
And make such a gift a really true treasure.
There's a pink base for Patty, for Billy there's blue—
This must be mentioned when ordered by you.

Write direct
PELCO
16 UNION STREET
NEWARK 5, N. J.
$5.95 ppd.

For HUBBY who Drives —KIDDIES who Ride —ANY PASSENGER

New Deluxe CENTEREST Arm Rest prevents driving fatigue. Plastic-upholstered, foam rubber-cushioned . . . hooks over any car seat by plastic-covered metal hangers. Choice of rich Blue, Maroon, Green, Grey, Buff, Brown. Ideal SAFETY SEAT for KIDDIES. Shipped anywhere. Postage Collect. Specify color—send check or money order for $7.95 (add 3% tax on Washington State orders) to

Dept. B, Inland Auto Specialties
1222 West First, Spokane 8, Wash.



Bright Idea for Christmas Giving

JUSTRITE Yellow-Flash

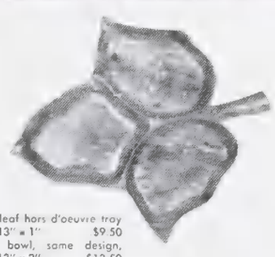


MOST POWERFUL FLASHLIGHT MADE!*

*Throws powerful half-mile BEACON BEAM
Uses 8 standard flashlight batteries to give 4 times the light of an ordinary lantern. Baked-on enamel body, chrome head. Rust-resistant. 8" high. Christmas box. At your dealer's or send check or m. o. Postpaid $3.95 without batteries, $4.75 with.

JUSTRITE MANUFACTURING COMPANY
Dept. 12, 2061 North Southport Avenue, Chicago 14, Illinois

From Hawaii...



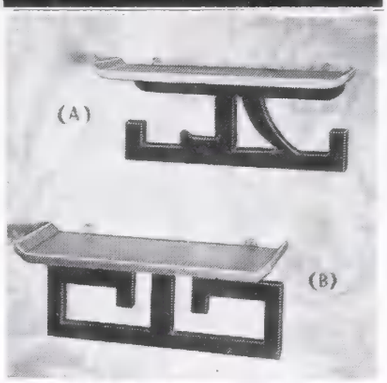
Kukui leaf hors d'oeuvre tray 13" x 13" x 1" . . . $9.50
Salad bowl, same design, 13" x 13" x 2" . . . $13.50
Postage paid. Send cash or M.O. (No C.O.Ds)

. . . an unusual Christmas gift

MONKEYPOD WOOD IN NATIVE FRUIT AND LEAF DESIGNS.

Other trays from $6.75. Salad bowls from $8.75. Serving dishes from $2.75. Nut bowls from $4.25. Available in many designs—A-pe leaf, taro leaf, bamboo, hau leaf, lehua leaf, hibiscus leaf or flower, pineapple, and others. Write for free catalogue.

NA HUA O' Hawaii
P. O. Box 5321 Honolulu 14, Hawaii



CHINESE MODERN
HAND-CRAFTED WALL BRACKETS

Smart, new wall bracket that will fit into any home. Just the thing to display your prize figurines, vines or bric-a-brac. Choice of colors. Black base with Gold top, or Black base with Red Top. Made of fine A-1 solid hardwood by skilled wood craftsmen. Overall size 8½x3½x3½ inches. Complete with hangers. Comes gift boxed in a 2-color box to match the brackets. Can be used singly or in pairs. Be sure and specify style (A), (B) or corner pair. Sent postpaid or C.O.D. plus postage charges.

Send for Free Folder on other Different Chinese Modern Furniture items

NEMES
EACH $3.00 PER PAIR $5.00
Dept. H, 2631 Lehmann St. Chicago 14, Ill.

Be Different!

Give a name bracelet with domed letters



STERLING SILVER
with rich Rhodium finish

Any girl's name (or her best boy friend's) in exclusive, domed letters on a smart chain bracelet. Unique, all-Sterling gift with tarnish-proof Rhodium finish! *Xmas orders accepted up to Dec. 18.*
No C.O.D.'s, please!

3.00 tax incl.

Redli Co., 516 5th Ave., New York 18, N.Y.
Please send me the following bracelets at 3.00 ea. Check or money order enclosed.—PLEASE PRINT

Name.....
Name.....
Send to.....
Street..... Zone.....
City..... State.....



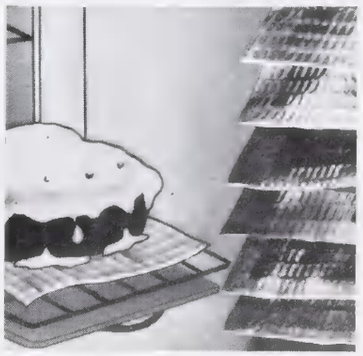
Window

Lover's Rolling Pin



We'll put your first name on the short piece and "Loves" followed by his name on the longer one. The 16" pin fits flat to the wall and has four brass hooks for pot holders. Of smooth-finished hardwood with red handles and lettering. A guaranteed laugh-provoker. Order No. PA113. $1.25 Postpaid.

Wife Savers



Specially processed aluminum foil sheets, 14" x 16", that catch all the drippings and boil-overs. Drippings kept from rolling off sheets. Lose heat instant you remove from oven. Order No. HK2326. Package of 13, $1 Postpaid. Write for free catalog.

Miles Kimball Co.
33 Algoma Blvd., Oshkosh, Wisconsin



WHAT MAKES IT TICK? A young inquisitive who likes to see how things work will have the time of his mechanical young life with this disassembled clock. It comes with full instructions and all the necessary parts—weights, hands, pendulum, etc. The wooden face is hand-burned in the Black Forest. 4" x 6½". $4.95 ppd. No c.o.d.'s. Master Wood Craft, 28 Gleason Ave., Stamford, Conn.



"BE YOUR OWN HAIR STYLIST," by Victor Vito, is headline news for anyone who would like to be ruler of her waves, but doesn't quite know how. Pictures and clear instructions show you how to make the most of your hair—from cutting to home permanents. Mr. Vito has some of the most beautiful heads in New York bowing to his inspired styling. $1 ppd. Homecraft, 799 Broadway, New York.



CANVAS CARRY-ALL. You'd better order one of these for every member of the family. On shopping sprees or supermarket jaunts, it will hold a great many of your packages. Small fry will tote toys in theirs when they go visiting. And your husband can play Santa with his, use it later for hunting or sports equipment. With 3 initials. $5 ppd. Young Treasures, 746 Madison Ave., New York 21.

Save Money on SILVER PLATING

BUFFING & REPAIRS

Send your silverware to D. L. Bromwell, Inc., Silversmiths since 1873. Bromwell silver restoring service guarantees you satisfaction, yet costs much less than you'd expect to pay! Antiques restored. Send for our free silverplating estimating book. It tells you in a jiffy how to estimate costs. For references consult any bank or credit agency.

In The Heart of the Nation's Capital

D. L. BROMWELL INC.
708 12th Street, N. W.
WASHINGTON 5, D. C.



And some fortunate recipient will praise your discerning taste when her Christmas surprise is this beautiful pair of delicately detailed Lyre Shelves of fine, richly finished solid mahogany. Grooved to hold a favorite ornamental plate or to display a lovely figurine to best advantage. Polished brass galleries add a finishing touch.

HEIGHT 14" WIDTH 8" DEPTH 5"

PAIR ONLY **$7.50** Add 50c pp. and Ins.

Write for free catalog of fine wall furniture.

RAYMOND KOONS INTERIORS
2527 W. Homer Chicago 47, Ill.



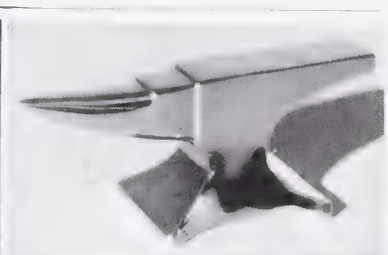
Whether she sews or not—

Here's a fine set of shears to delight any homemaker. Designed especially for home dressmakers. Forged of world famous Solingen steel. Hand ground and finished with handles nickel plated.

The 5 inch Stripper	each $2.75
8 inch Heavy Dressmaker	each $4.95
7 inch Light Dressmaker	each $3.25
7 inch Sewing Scissor	each $3.50
The set of 4 (one each)	$12.45
Satin lined Gift box	each $2.00

All prices include packing and postage
Write for free copy of gift folder

ART PORCELAIN CO.
P.O. Box 267 Danbury, Conn.



SOLID-24 CARAT GOLD PLATED

ANVIL PAPER WEIGHTS

Size 2⅜ x 5⅛ Wt. about 1½ lbs.

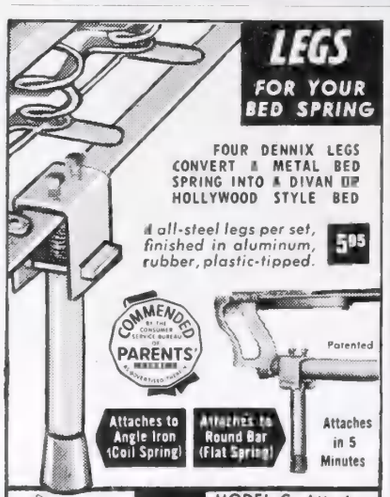
A GIFT FOR HOME OR OFFICE

A Beautiful Desk Piece

Check or Money Order

$5.95 p. p.

MODERN BRASSCRAFT CO.
5502 West Flagler St. Miami, Fla.



LEGS FOR YOUR BED SPRING

FOUR DENNIX LEGS CONVERT A METAL BED SPRING INTO A DIVAN OR HOLLYWOOD STYLE BED

4 all-steel legs per set, finished in aluminum, rubber, plastic-tipped. **5.95**

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Attaches to Angle Iron (Coil Spring)

Attaches to Round Bar (Flat Spring)

Attaches in 5 Minutes



MODEL C—Attaches to Box Spring . . . hardwood finished mahogany, walnut, maple or blonde . . . with steel non-rip plate to protect ticking. Set of 6 ..... **5.45**

Send check or money order. Money refunded in 10 days if not fully satisfied. We pay postage.
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78 Fifth Ave., N. Y. 11, N. Y.



Approx. size 1¼ x 1¼ in

YOUR DOG on Pin or Tie Clasp IN STERLING SILVER

$3.60 Postpaid
FED. TAX INCL.

The eighteen most popular dogs, carefully sculptured according to standards of the various breeds by Christina Bauer and handsomely presented in sterling silver. Mounted as tie clasp or pin, $3.60, Federal tax included. Satisfaction guaranteed. Bank reference: Merchants Nat'l Bank of Leominster. Send check or money order. Sorry, no C.O.D.'s.

Illustrated folder on dog, horse, ski and other sports subjects, gratis.

SILVERIGINALS
Longmeadow Farm, Leominster, Mass.

Shopping



SALTY BUCKET. A combination table-storage chest-bench has all the practicality of a down East housewife, the nautical charm of a New England fishing village. Wonderful as a catch-all in a boy's room, as a coffee table in the den, it has a removable rope-bound tray top. Weatherproof, too, in natural pine, maple finish, or white with a blue compass design. $22.50 ppd. Seadrift Shop, Vinal Haven, Me.



SANDWICH SITTERS. Darling handmade ceramic characters have been designed to identify sandwiches for your hungry guests. Photographed are: With Onion, Egg, Cheese, Cold Cuts, Peanut Butter & Jelly. Also available: Lettuce & Tomato, Lobster, Chicken, Turkey, Cuke, Fish, Ham. $1 each. $2.75 for any 3, ppd. Salt Aire Studio, Manchester-by-the-Sea, Mass.



WINE SIPPERS. In Medieval days these were used for tasting the bitter brews of the Borgias. Later, they were professional wine tasters. Today, these copper reproductions are beautiful ash trays or coasters. With brass handles, $2 the pair; $3.95 for 4. Copper tankards, tin-lined, hold a bottle of beer, have brass handles. Handmade. $1.95 each. Ppd. Epicure's Mart, 133 E. Putnam Ave., Greenwich, Conn.

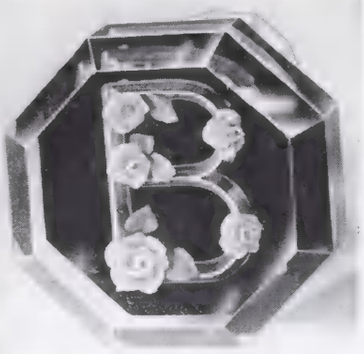




Wall Plaques That Grow Plants

Hang on walls of living rooms, bed rooms, kitchen, porch, everywhere, and bring fragrance of the garden indoors. Colorful, artistic, yet so inexpensive you can use them liberally. Plaque shows either Chinese boy (facing left) or girl (facing right) watering a plant that actually grows *in an attached vase*. Lovely ivory-tan shade, with red and black trim, 7" by 8". Single plaque $1.65; pair $3.20; 2 pair $6.00; 3 pair $9.00; postpaid. Or C.O.D. plus postage charges. Plants not included. Prompt shipment for Xmas.

STUART ART GALLERY
Dept. HB12 451 Stuart St., Boston, Mass.



INITIALED DOORKNOBS

Inspired by fabulously valuable French doorknobs of the 17th century, our designers have created a personalized doorknob with YOUR initial richly decorated with carved roses and leaves embedded in Plexiglas.

This latest word in interior decoration gives your home the personality it deserves. Fit any standard door spindle. Order NOW at the all time low price of ... **$7.50** ea. postpaid

day delivery $75 per dozen

Sorry, No C.O.D.'s

Specify Color of Roses: White or Pink

SCHICK MANUFACTURING CO.
631 Third Avenue, New York 17, N. Y.

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FOR DELICIOUS EATING... FOR A DIFFERENT GREETING!



A complete assortment of the finest smorgasbord... to serve at home! Fish, cheese, crisp bread ... 12 imported delicacies ... ideal for holiday tables ... a wonderful holiday gift too! The HOME SMORGASBORD PACKAGE will not spoil... provides a reserve larder to treat 6 people ... and s-t-r-e-t-c-h for more! Wonderful with any meal... perfect for cocktail snacks... send for the HOME SMORGASBORD PACKAGE TODAY!

$6.75 ppd.

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SWEDISH FOODS INC., 125 Broad Street, New York 4, N. Y.



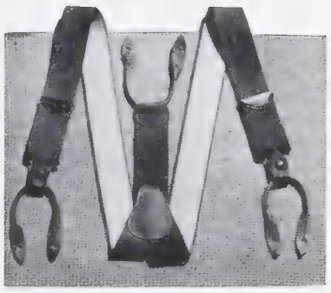
CHARM and DISTINCTION FOR YOUR HOME

Decorative wall plaques that fit perfectly into any background, reproducing all the charm and subtle tones of intricately worked old Chinese lacquer carving. Beautifully finished in Chinese red, jade green, or old ivory. A delightful Christmas gift, satisfaction guaranteed.

12 in. plate.....$4.95
10 in. plate..... 3.95
8 in. plate..... 2.95

Caspa inc. C.O.D.'s please Postpaid U. S. A.

4104 ROWAN HILL DR., CINCINNATI 27, OHIO



MEN'S RED BRACES

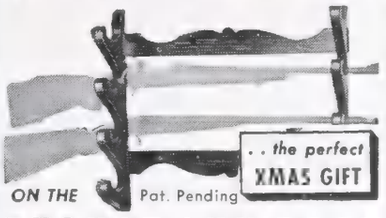
Remember these? They're fire-engine red just like the good old days. Back again to add a gay note to your wardrobe. Use them for casual wear, roughing it outdoors or as a dash of color to your sporting costume. Made of strong elastic with real leather fittings for long and satisfactory service. Cut extra long (42") with adjustable buckles. A wonderful gift—for rare is the man who can't use an extra pair. Only $1.50 postpaid.

Write for free Fall catalog featuring selected New England merchandise—country apparel and accessories, quality gifts, food delicacies.

A New England Store for all the family

JOHNNY APPLESEED'S Inc.
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ON THE Pat. Pending

PEQUOT GUN RACK

with the Exclusive SELF-LEVELING Feature

. . . Adds Decorative Beauty to any Room

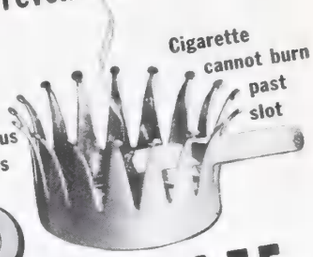
Protect your guns from the wear and tear of just "lying around". Hung in a cozy corner of the living room the PEQUOT GUN RACK will impart a delightful touch of hunting atmosphere. And what a beautiful Rack this is—of unique, graceful design . . . cut from selected Walnut, beautifully finished. Also made from wild cherry with "maple" finish. Self-leveling feature allows any type gun to rest securely in horizontal position. Four gun size (holds 2 to 4 guns)—$8.95. Six gun size (holds 4 to 6 guns)—$11.95. Clip this ad and send with check or money order. State finish desired. Shipped postpaid. Money back if dissatisfied.

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Dept. B12-50 • 1701 Arch St., Philadelphia 3, Pa.

Prevent Fires!

Cigarette cannot burn past slot

In Gorgeous Colors



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Reg. U.S. Pat. Off All Metal **ASH TRAY**

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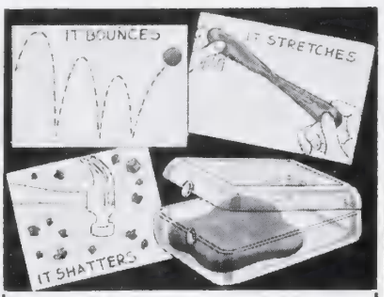
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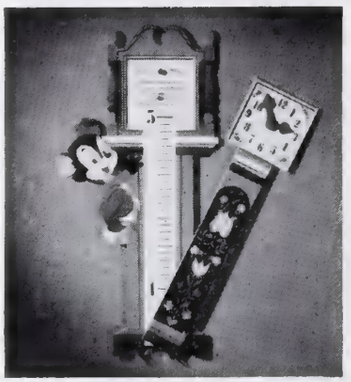
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(*Continued on page* 61)



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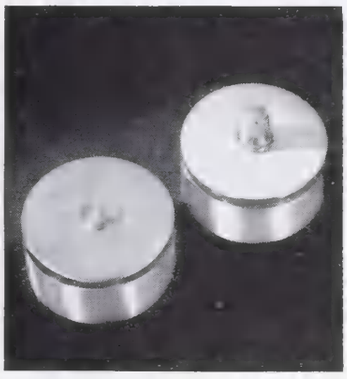
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CONTINUED FROM PAGE 56

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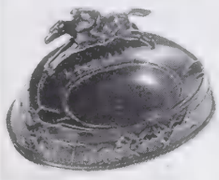
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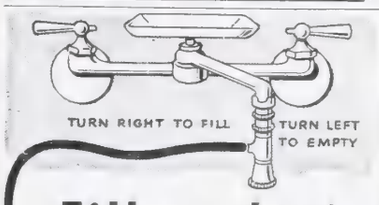


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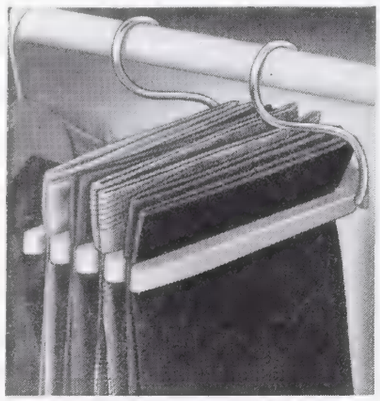


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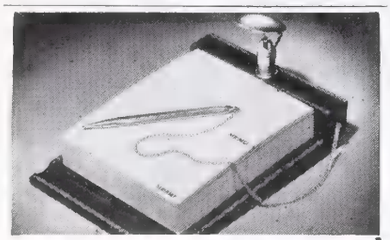
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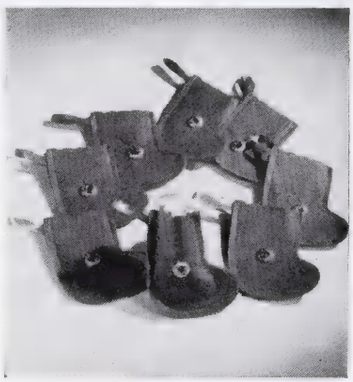
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Window



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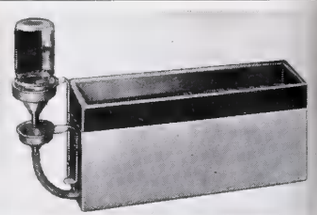
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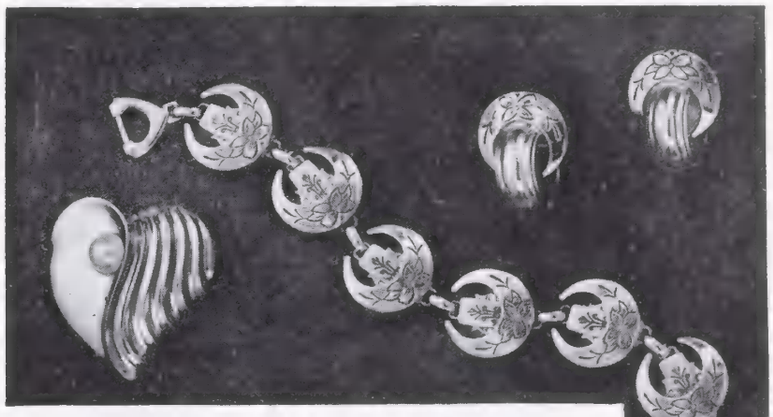
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..... bottles (8 oz.) SILVA-GLOSS @ $1.00
..... bottles (32 oz.) ECONOMY SILVA-GLOSS @ $3. ($1 saving plus FREE DOZ. SILVA-CLOTHS) — Add 25c for shipping SILVA-GLOSS
..... extra pkgs. of 12 SILVA-CLOTHS @ 25c (Handy application cloths)

I enclose check or M.O. for $_____
N. Y. C. add 2% sales tax

Name_____

Address_____

City_____ Zone___ State_____

Phone ATwater 9-4020

THE ORIGINAL FOLDING Table TOP $4.95



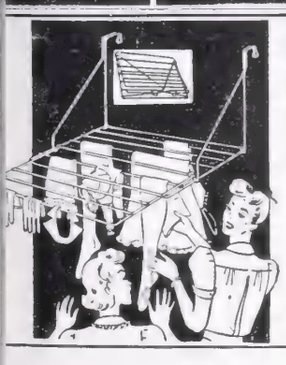
The Ideal Christmas Gift

T-Top is a light rigid top which fits over your card table held in place by cleats on underside. *Doubles* the size of your card table by seating 7 persons comfortably—opens to 46" in diameter, 144" in circumference—it's perfect for luncheons and card games. Just tuck it away in corner or closet. Send for your T-Top now. Weight 16 lbs. Immediate shipment. Available unpainted or in colors Green, Red, Brown.

Unpainted $4.95—Painted $5.95

No C.O.D.'s please. Shipping Charges Collect
SEND CHECK OR MONEY ORDER TO

T-TOP COMPANY, Inc.
Dept. 89 Salem, Mass.



HIDE-AWAY LAUNDRY RACK

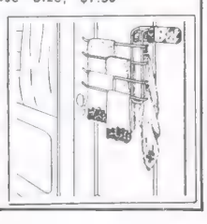
Unfolds and hooks on door top, towel bar, shower rail, etc. Provides 20 feet of line space. Holds a flock of clothes for drying. Folds flat for storing away.

Cadmium plated—rustproof. Postpaid **$2.19**
Chrome-plated Suitcase Size, $1.50

Drop-Away Towel Rack

Screws on bathroom door or moulding, kitchen window casing, etc. Folds down, out of way. Your answer to more towel space. Chrome plated.

Postpaid **$3.95**



Ralph S. Palmer Co.
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Detroit 21, Mich.

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It does so much for the home!



BRASS JARDINIERES. Attractive and gay setting for flowers. Embossed brass imports from England. In three sizes.

#132 4" x 3¾" $1.95
#133 5¼" x 4¼" $2.45
#134 6¼" x 4¾" $2.95
#135 SET OF THREE $6.75





#130 **COLONIAL DOOR-KNOCKER.** For a distinctive entrance. Solid brass, 6¾" long. Hand engraved with your name in Old English lettering. **$4.50**

#131 **BEDROOM KNOCKER.** Solid brass. 3¾" long. Hand engraved with given name only in **BLOCK** lettering. **$1.95**

#137 **BRASS BELLOWS.** A perfect accessory for the fireplace. English import. 16¼" long. **$5.75**



#136 **EMBOSSED BRASS WASTE-BASKET.** Wood lined. 13½" high x 8½" square. Imported from England. A distinctive addition to any room. **$9.95**

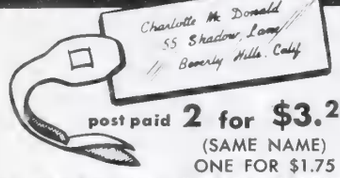


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(SAME NAME)
ONE FOR $1.75

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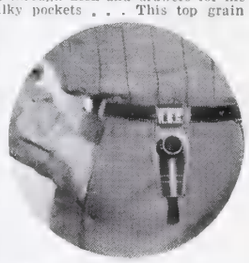


COMMUTER'S SHAVE KIT
Personalized

Carry-all, Vest Pocket Shave Kit. Genuine Leather! 5" x 3" x 1" high, yet comes complete with Razor, Blades, Shave Cream, Folding Toothbrush, Paste, Comb & Nail File. Top grain cowhide Case. Saddle stitched, zipper all around! Ginger or Suntan color. First name or initials in 24 Kt. Gold. From **Crown Craft Products.**
Complete, for only **$4.50**

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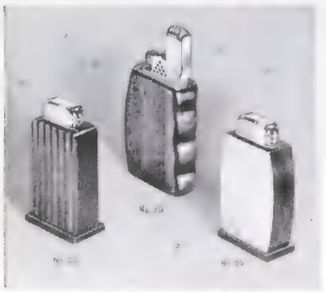
No more searching through desk and drawers for his pipe. No more bulky pockets . . . This top grain genuine leather pipe holder keeps his briar close at hand! Slides easily on his belt, or attach to suspenders . . . keeps his suit NEAT . . . protects his pipe! Ideal for golfer, fisherman, tennis player, or any man who cherishes his pipe!



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3 initials in 24 Kt. Gold FREE

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L. to R. Nos. 25, 20 & 30. Height, 4"; Width, 2¼".

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MINIATURE MODELS that are the duplicates of the ones used in pre-combat and recognition training and that are sealed replicas of the EXACT SAME American and Russian Tanks currently used in combat fighting. Full line of miniature fighting equipment including Sherman, Gen. Scott and Stalin Tanks, Jeeps, Tank Destroyers, Armored Cars, Landing Vehicle Tanks.

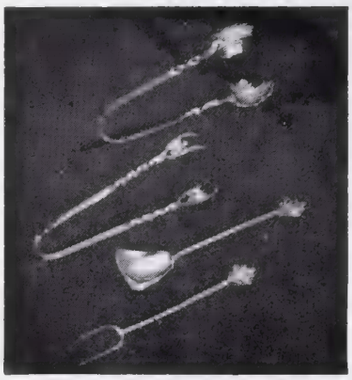


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Window



TEA TIMERS. Hand-wrought sterling silver pieces are lovely "toasts" to send to a gracious lady. And the price tags make these elegant bargains. The sugar tongs, lemon fork, marmalade ladle, and olive tongs are just $1.35 each. Set of 4 is $5. Tax and postage included. Each piece individually gift boxed. Order from Sally Graye, 80 East 11th St., New York 3, N. Y.



SAY IT SWEETLY. Wish her Merry Christmas with a sachet Christmas card whose fragrance will fill her lingerie drawer with your thoughtfulness all year long. In green, white, cerise, or violet satin with a white ruffle, and Merry Christmas written in gold, it's scented with carnation, violet, June rose, or gardenia. With gift card and envelope, $1.80 incl. tax and postage. Gourielli, 16 E. 55th St., New York 22.



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Men and women gardeners . . . the friend who has everything . . . all welcome SPRINKLEZE. Sprinkles foliage or soaks roots only, waters odd shaped beds and borders. Connects to garden hose. Has one 7 ft., two 9 ft., two 13 ft. lines of 3/16 Koroseal each with brass sprinkler. Any one may be moved in operation, set at desired angle. Light and durable, choice of red, green or black. Give mailing instructions. We'll enclose gift card and mail direct.

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Avoid costly, injurious falls with this new non-slip mat. Soft, spongy rubber, ⅛" thick; fits under and anchors any type rug or runner. Grips any surface! Won't stick to floor! Adds years to your rugs! Mothproof! Sanitary!

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24" x 36" size $1 Postpaid
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Send check, cash or money order. Money back instantly if not satisfied.

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Shopping



SHERATON BOOK TABLE. This is a company that WINDOW SHOPPING recommends without reservation to all of you who are interested in truly fine antique reproductions. The table, crafted of finest mahogany, is proof that superb design, workmanship and material need not bear an astronomical price tag. 25" x 14" x 26" high, $47.50 exp. coll. Biggs Antique Co., 900 W. Marshall St., Richmond, Va.



THIS COMES TO GRIPS with any surface you put it on, and you have a tray that's a distinguished service star. Fitted with 4 suction cups on the under side, it's particularly good for holding plants, a clock, radio, etc., on a refrigerator that has a curved top. In garden bouquet, or solid black, yellow, red, or green, $1 ppd. Block Co., 138 W. 14th St., Chicago 13, Ill.



SILK SCUFFS. Made in China and hand-embroidered in brilliant colors, you'll wear these for dinner, with tailored velvet trousers and a Mandarin jacket, because they're handsome. You'll also wear them when you get up for the baby's 2 A.M. bottle, because they're comfortable. With red, blue, or green background (give 2nd choice). Send shoe size. $3.75 ppd. Chinese Treasure Centre, Park Hill, Yonkers, N.Y.





COLORFUL SERVY-ETTA

is a beautiful table decoration that gracefully serves your family or guests their napkins. No more fuss or embarrassment obtaining napkins when SERVY-ETTA is within reach.

A reasonably priced gift—is ideal for all parties especially bridge, showers, snacks, buffets and garden parties.

She holds 12 paper napkins and stands 11 inches high on a stable simulated moonstone base. Hand decorated in pastel colors: green, red, yellow, grey, blue, off-white.

Gift-wrapped with 12 napkins—Postpaid

$2.85 each $5.50 pair

Send check or money order. Sorry no C.O.D.s

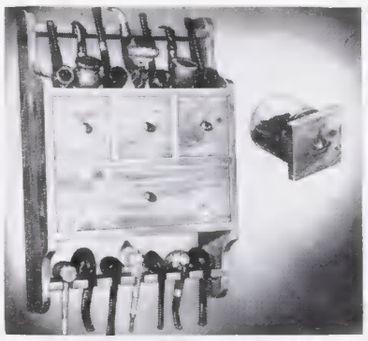
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Does Everything A Good Pipe Rack Should Do

HANGS ON WALL CONVENIENT
SAVES PRECIOUS DESK OR TABLE SPACE

1. Holds 14 (count 'em) pipes!
2. Air-tight humidor jar-drawers.
3. Larger drawer for accessories.

In hand-crafted honey tone knotty pine or lovely mahogany finish, waxed, hand-rubbed. Size 13" x 18".

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Personalized
KEY CHAIN
Spells **YOUR NAME** *in full...*

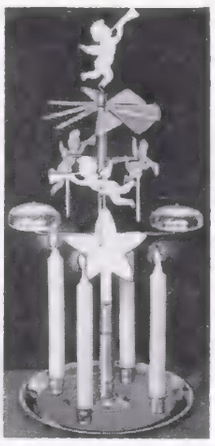
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"ANGEL CHIMES" CANDELABRA

MADE IN SWEDEN

Solid brass throughout. The most enchanting decorative innovation in years. Heat rising from the candles causes the Herald Angels to revolve striking the bells with their wands. The resulting chime-like sound is as charming as sleigh bells in the night! A delightful Christmas centerpiece or one that may be used whenever dining by candlelight. 13" high. Please do not confuse this Imported, Brass 4-candle candelabra with the domestic 3-candle, copper candelabra being sold at about the same price. (Extra candles—imported, hand dipped, dripless 50c per dozen). Including 4 white candles..... **$3.25** postpaid.



"BUFFIE" THE LAMB'S FUR TEDDY BEAR

Year in and year out the Teddy Bear is the favorite plaything of children everywhere and the largest selling toy of all. Here is one of the best we've seen. It's just the right size for cuddling and taking to bed when baby retires—it is of snowy white, soft-as-down, real lamb's fur. (Most Teddys are of plush or other cheap materials.) Your little one will love "Buffie" on sight..... **$2.75** postpaid.



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The mischievous look on her face suggests she was in the Jam Jar—the color indicates it was blackberry! This winsome colored doll will win the heart of your little girl the moment she sees her! Life-like plastic head, soft, cuddly body. Beautifully dressed in colorful print, 10" high. **$2.50** postpaid.

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Lady's Slipper Chair



for dressing room or bedroom use. Handmade by skilled Virginia craftsmen. Fibre rush seat, SOLID walnut or maple. 26" high. $7.95. Express charges collect.



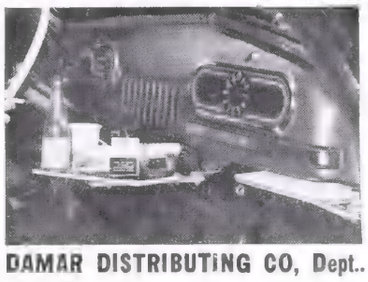
Colonial Footstool

Handcrafted in Virginia. Walnut or maple finish, hand woven fibre rush seat. 12½" x 15½" x 8½". $3.95. Express charges collect. Send 10c for Booklet on handmade furniture "Heirlooms of Tomorrow."

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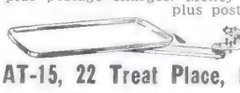
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CAR TRAY *MAKES EATING EASY IN YOUR AUTOMOBILE!*



Installs in Seconds ■ No Holes to Drill

Now you need no longer balance food on the steering wheel or dashboard of your car! Install this car tray *permanently* in a few moments. When needed, simply swing it out into any desired position; when not in use, fits snugly under the cowl. Perfect as a writing desk, ladies make-up aid, mother's table for infants and a dozen other uses. Made of steel in chrome plate or baked enamel; rubber mounting guarantees absolute quiet; neutral color matches any car interior. Only $3.49 for enamel or $5.49 for deluxe chrome model. Sent postpaid or C.O.D. plus postage charges. Money back in 10 days if not satisfied. Write for free catalog.



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MODERN SNACK TABLES *for Smart Serving*

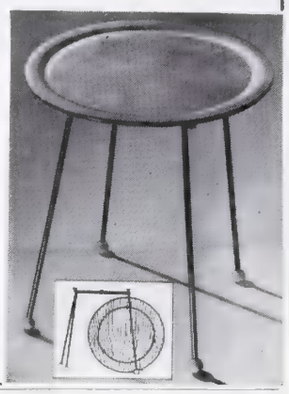




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$9.20 for Nest of 3, *postpaid*

Check or M.O. No C.O.D West of Rockies add $1.00



ALL-PURPOSE FOLDING TABLE—For informal snack or party service, coffee or occasional table. Folds flat for easy storage. 18½" high. Black temperized steel legs with spacious 16" hand-rubbed natural maple tray top, securely fastened by rubber suction cups. Alcohol-resistant, waterproof tray may be used separately. An impressive, practical gift. **$7.50** *postpaid*

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Harvey's
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Bonne Bouche (Fruit Cake Confection)	
1¾ lb.	$3.75
2½ lb.	4.95
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Home-Made Cookies, about 50	4.00
Deluxe Cookie Box, about 100	6.75
Dark or White Fruit Cake, 1-10 lbs., the lb.	1.75
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Cocktail Fruit Cakes, approx. 50	8.50
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English Plum Puddings, 3 lb.	4.40
English Plum Puddings, 5 lb.	7.25

Place your order today for prompt parcel post shipment. Express additional. No orders, please, after Dec. 15.

Blanche Geiss *famous baked delicacies*
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Quaint and Useful Gifts from New England



←**America's Oldest Coffee Mill** for gourmets and collectors of bric-a-brac. Our Mill is adjustable to any grind. Available in red, blue, natural wood lacquered, or unpainted. Our mill is of sturdy construction and is guaranteed to give satisfaction. Less coffee is required to attain true flavor when freshly ground.

$5.95 postpaid



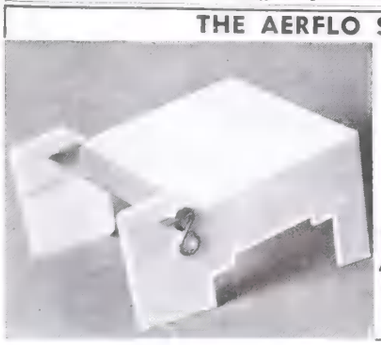
→**This 1853 sewing bird** made in brass from the original dies, holds cloth firmly in its beak and is an extra set of fingers to aid in cutting and sewing. Also the polished brass bird perches prettily on a whatnot or dressing table and its two pin cushions couldn't be handier. Not a reproduction.

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THE AERFLO SLICE MASTER



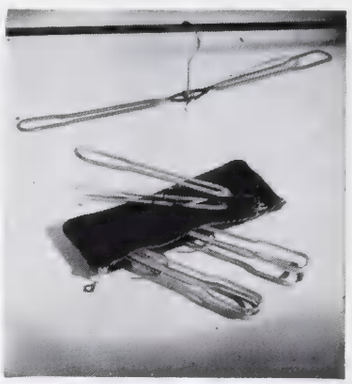
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Window



TRAVEL HANGERS. When you arrive at your vacation ski lodge or that enchanted island in the Caribbean, you won't have to beg, borrow, or steal clothes hangers. A zippered leather case comes with 4 folding hangers, and they're covered with a silky fabric to protect dresses. Case is stamped in gold with name or monogram. $3.50 ppd. Camalier & Buckley, 1141 Connecticut Ave., Washington 6, D. C.



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FLOWERS FOR OUR LADY and Our Lord become sweet offerings when they're placed in the little glass vases attached to these religious plaques. Sculpted by Fred Press, they're made of ivory plaster composition, measure about 5" x 7" each. They'd be a meaningful gift for a little First Communicant. With hooks for hanging, $1.75 each; $3 the pair. Ppd. The Gift Mart, 89 Orange St., Chelsea, Mass.

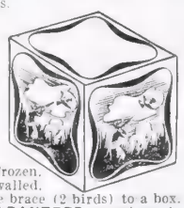
"Give" a Pheasant Dinner



OVEN-DRESSED FROZEN PACKED

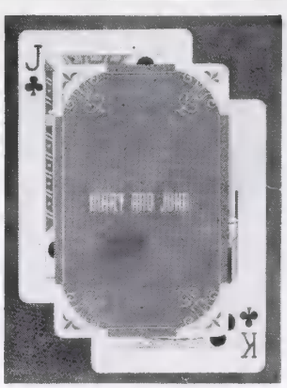
The perfect gift for *any* occasion—or a feast for your own table! Plump, succulent, delicious Ringneck pheasants—heavy breasted with white meat, *NOT* domesticated. Easy to prepare as chicken. Order a brace (2 birds) for yourself or send us your gift list TODAY. *FREE FOLDER.* Also write for prices and information on famous Engebretsen mallard ducks and smoked, ready cooked or "brown and serve" pheasant offers.

GIFT PACKAGE
BRACE (2 birds):
$9.95 express prepaid



Attractively packaged, our pheasants are killed on order, oven-dressed, sharp frozen, and seal-packed in double walled, refrigerated containers. One brace (2 birds) to a box. **FRESH DELIVERY GUARANTEED** anywhere in the U. S. Send your own personal gift cards or we'll insert gift cards for you. Recipe folder in every gift package. Makes ideal Christmas gift. Address **Dept. 105**

ENGEBRETSEN Game Farms Cherokee, Iowa



PERSONALLY YOURS—The Christmas Gift that says "I thought of you". Playing cards in rich colors of red or blue. An ideal gift and so inexpensively priced. Entire deck gold stamped with full name or three initials.

A fine quality card, smartly designed border, attractively boxed.

Single deck .....$1.25 ppd.
Double deck or Canasta.$2.25 ppd.

Pinochle cards available at same prices. All orders filled within 48 hours of receipt—No C.O.D.'s, PLEASE.

NEW JERSEY MONOGRAM CO.
15 N. St. Davids Place, Atlantic City, N. J.

Shopping



HE'S A JOLLY GOOD FELLOW. Can you think of a more perfect way to present a gift than to tuck it in the pack on Santa's back? Handmade of red felt, he'll carry a load of lollipops or candy canes, a very special pair of nylons, perfume, a gift certificate, money. Hang on tree or mantel. $1 each (you supply card) ppd. Designs for Living, 1717-H East 75th St., Chicago, Ill.



GRAND OPENER of sterling silver, hand-wrought in Denmark by Frigast, is a wonderful buy for a wonderful guy. If he complains bitterly every time you undignify the cocktail tray with your kitchen-drawer bottle opener, this will give a lift to his spirits as well as the bottle tops. With stainless steel lift, 5½" long, $6.95 incl. tax & post. Gift wrapped. J. B. Hudson Co., Eighth and Nicollet, Minneapolis, Minn.



YOU'RE ALL WET if you don't keep one jump ahead of the weather, and carry these slip-on rubbers in your purse. They come in a compact plastic cylinder and, come rain, they're neat puddle jumpers; come shine, they slip out of sight inside your bag. They have sling backs, so one size fits practically everyone. The price is $1 plus 10¢ post. Order them from Bren Linda, 545 Fifth Avenue, New York 17, N. Y.





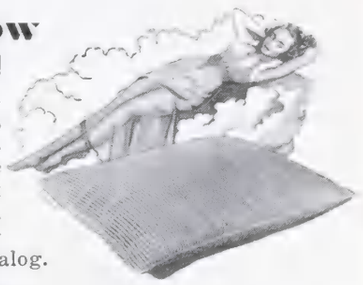
ASH CAN ASH TRAY

Dollar gift of the month! It's an amusing little aluminum ash tray, 2¼" high, that is a near-perfect replica of a real ash can with detail faithfully followed right down to simulated handles on the side. Lift the nickel-plated brass cover and a cigarette rest pops into view. For home or office, it's a most practical receptacle for butts and ashes. Order No. H4380. $1 each Postpaid.

Anti-Allergy Pillow

LIKE SLEEPING ON A CLOUD!

Soft as down . . . light as air . . . never bunches or loses shape. Cool, odorless, non-allergic and dust-free. Filled with microscopically fine glass fibres that never break. 25" x 19". 8-oz. fadeproof striped ticking. No. H4426. $5.75 each. $10.95 per pair, Postpaid. Write for free catalog.



Miles Kimball Co.

33 Algoma Blvd., Oshkosh, Wis.

HOFFRITZ HAS IT!

For Neat, Easy *Slicing!*

IMPORTED HOME SLICER

Only $14.95



Here's the perfect all-purpose slicer at a *new low price!* Stainless steel blade slices everything from roasts to ripe tomatoes—adjusts from paper-thin to thick slices by fingertip control. Length 13¼"; height 8". Solid wood baseboard. Folds up compactly.

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Think how happy someone will be to receive a FULL CARLOAD of the ORIGINAL Salt Water Taffy that made Atlantic City famous! An unusual gift, welcomed by all; Each carload almost a pound. Mailed anywhere in the U. S. Postpaid, only.... **89c**

Fralinger's ORIGINAL SALT WATER TAFFY

Write to
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GIVE Assorted RARE Cheeses

IN COLORFUL OLD-FASHIONED PINE BUCKET



8 RARE CHEESES
BABY GOUDA..round red ball
TAVERN SPREAD..aged..6 oz. crock
SMOKED LINK
OREGON BLUE..6 oz. con.
WISCONSIN CHEDDAR..8 oz.
NORWEGIAN PRIMULA..4 oz.
IMP. FRENCH ROQUEFORT..1 portion
IMP. SWISS GRUYERE..2 por.

BEAUTIFULLY GIFT WRAPPED

Here's the ideal gift for the *favorites* on your Christmas list. The gift of true distinction...delicious rare cheeses not found in most neighborhood stores...cheeses for every taste from tangy to mellow and mild. Send your orders today.

No. 1—Hand Decorated Pine Bucket containing the 8 rare cheeses listed above . $7.95* Ex. Prepaid

No. 2—Colorful Christmas Gift Box containing the 8 rare cheeses listed above . $4.95* Ex. Prepaid

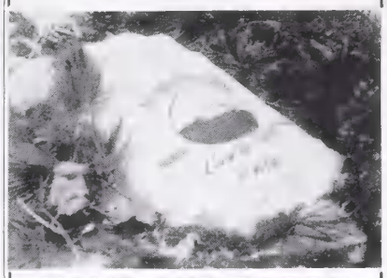
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HICKORY SMOKED



HAMS AND BACON

FOR CHRISTMAS

Smoked for days over slow burning green, hickory LOGS, our hams are tender, juicy and golden brown. Noted for fragrance and taste—they make a perfect gift for friends, family and business associates.
Packed in gift boxes with a generous supply of greens and cones to lend a festive air.

½ Ham, 5 to 8 lbs.
2 lbs. Bacon, postpaid.....$8.00
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2 lbs. Bacon, Postpaid $13.10

To insure delivery, order before Dec. 5, 1950

MONADNOCK FARMS
Box 37 Troy, New Hampshire



FREE GIFT GUIDE
NO C. O. D.'s.

NEW! FRENCH FOOD WARMER

For those who like their food or second cup of coffee hot—right on the table this is it! Perfect for buffet serving indoors or out. Verde green or satin black wrought iron with 15 hour candle (replacements everywhere); 5½" high, 7½" diam.; a different gift at only $3.50 plus 50c delivery.

18 CUP DRIP COFFEE MAKER

For ease and comfort, it's the hostess' best friend . . . making 9 to 18 cups of delicious, full-flavored, coffee at once. Sparkling aluminum with streamlined spout for easy pouring. Patented even-flow water distributor. One piece dripper with cup graduations on outside for easy measurement. Lower half attractively designed for table serving.

$7.95 plus 50c delivery

MASTERCRAFT—Dept. B2, 60 South St., Boston, Mass.



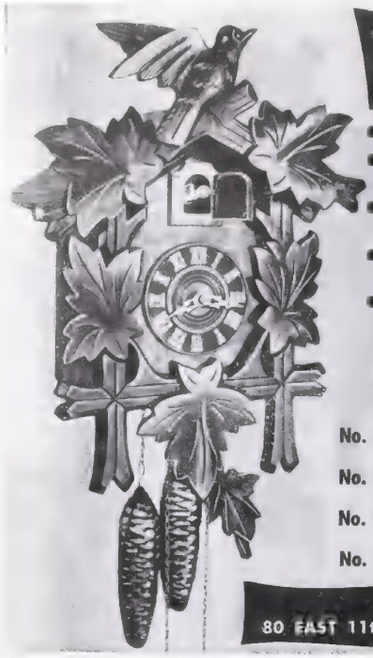


This is the gift they'll love best:

unique Wedding Invitation Tray!

Send us the next invitation you receive. We'll encase it in this handsome silver-plated tray; to make a permanent reminder of the bride's most important day. Has padded velvet base, sculptured handles. Complete, gift-boxed, for $5.50. Deluxe 24 kt. gold plated tray, with hand-painted forget-me-nots, $7.50.

MARKET-COMBERS
Box 3282, Atlanta, Ga. (Sta. F-12)



"BLACK FOREST" CUCKOO CLOCKS

- GUARANTEED FOR LIFE
- DEEPLY HAND CARVED, IMPORTED CUCKOO CLOCKS
- LIFE-LIKE BIRD CUCKOOS & CHIMES THE EXACT TIME ON THE HOUR
- CUCKOOS AND CHIMES ONCE ON THE HALF HOUR
- SWINGING DOOR, DOUBLE WEIGHT-WINDING CHAINS AND PENDULUM

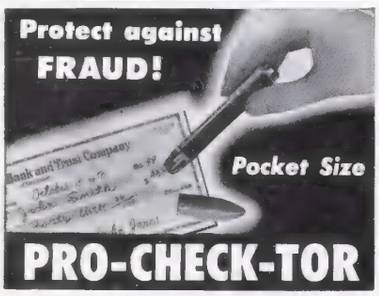
A GIFT THAT LASTS FROM GENERATION TO GENERATION!

4 DIFFERENT SIZES!

No. 50L—Size 10½" x 8"	$19.95	postpaid Tax incl.
No. 50—Size 13" x 10"	$24.95	postpaid Tax incl.
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SALLY GRAYE
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Sorry, No C. O. D.'s.



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Guard your checks against altering with the handy new Pro-Check-Tor. Automatically inks and perforates check with just one stroke. Comes with 10-mile ink supply, quickly refillable. Easy to use as a fountain pen. In gleaming gem colors: Red, Blue, Green, or Black. Guaranteed for life. Ideal gift for housewives, businessmen. Postpaid only $3.95.

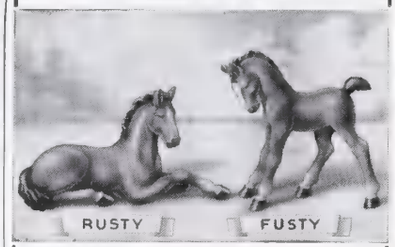
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Two Charming
ORNAMENTS



These natural looking little colts, "Rusty" (left) and "Fusty" (right) delight everyone. They are cast metal with black or bay coats, white faces and "stockings." Fusty is almost 5" high. Rusty is over 6" long. Price only $2.00 each or $3.75 for both. Postpaid. Money back if not delighted.

"little joe" Wiesenfeld Co.
Dept. D-36 Baltimore 1, Md.



dress up your bottles with . . .

Moving FIGURE CORKS

. . . hand-carved in TYROLEAN ITALY!

COCK O' THE CORK $1.25
This gay, Rhode Island Red struts proudly and flaps his wings!

DANCING DOLL $1.95
Animated in just the right places!

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He takes his hat off to you . . . when you twist his arm!

BUCKIN' BURRO $1.95
Twist the lever and he wiggles his ears, lowers his head and kicks his heels, baring the legend, "Bottoms Up!"

The tapered corks are 5" tall overall and will fit all bottles.

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Window



A SEAT FOR A LADY. As a slipper chair, the Jennifer is a dream. It has a heart-shaped back, spring seat, button tufting, and measures 32" high. Covered in a cotton floral design with blue, green, natural, or yellow background, $24 each or $46 the pair. In muslin, or covered in your material (send 4½ yds. of 36" or 3 yds. of 50"), $21.50. Exp. coll. No c.o.d.'s. The Chair Shop, Box 220, Hickory, N. C.



BALLOON BEAR. What a party boy *this* Teddy is! With a little help from his master, he can blow up a big balloon, or a party blowout. And when released, he blows a horn. You may order him in pink plush, touched with blue, or in traditional brown. And, of course, he wears a party hat. 18" long $5.50; 12" $3.50 ppd. Gift Clues, Beacon 1, New York.



A DUCKY BLANKET for any little cherub is this de luxe quality cotton blanket by Chatham. Printed in a jaquard pattern with Donald Duck and his irrepressible nephews, it has an extra wide satin binding, comes packaged in a special gift box. In blue and white, or yellow and mint green with a green background, it's 36" x 50". $3.98 plus 16¢ post. Stern Bros., 42nd St. West of Fifth Ave., New York 18.



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LOOKS JUST LIKE ME

Your child's face, hand tinted, is the face on this fascinating doll created in Hollywood. See your child's actual personality reproduced on this amazing playmate. Send photo or snapshot (full face) giving color of eyes and hair. Photo returned intact along with sturdy stand-up twin doll, plus 2 complete paper wardrobes, 1 in full color, 1 for the child to color. Price—only $2.00 postpaid. Delivery in about 2 weeks. A perfect gift for keepsake. Delight your child NOW—order one for her TODAY.

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A lovely baby bed and a handy play pen—all in one wonderful unit. A perfect Christmas gift . . . Sets up in auto. Rolls thru doors. Converts by means of slotted corner-posts which slide and lock safely. 42" x 27" wide. Folds to 6" width. Natural hardwood. $19.95 ppd. Complete with wet-proof mattress. $26.95. Guaranteed. Write for free folder.

PORT-A-CRIB, INC.
Dept. 13, Box 945, St. Louis 1, Missouri

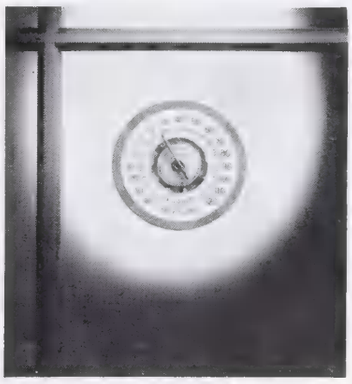
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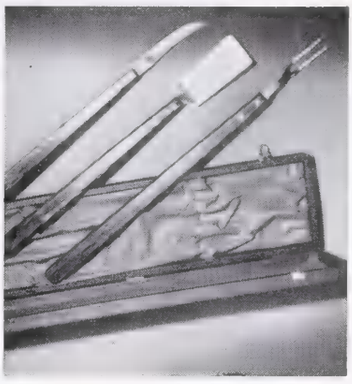
ADIANT BEAUTIES. Heir-m Candlesticks, authentic lliamsburg reproductions, are d-cast of gleaming brass, and y're beautiful enough to crown antique chest-of-drawers, high-t the sideboard in a Colonial ing room. Exact duplicates of originals in Colonial Wil-nsburg, they're 6¾" high. 2.50 each; $25 the pair ppd. c.o.d.'s. Hubbard House, ckfall, Connecticut.



SY TO SEE. A window-pane rmometer of the bi-metallic l type is mounted directly on outside glass, facing into the m, so you can tell at a glance at the weather is up to from far as ten feet away. With it nes a capsule of cement for unting it. Gift-boxed, the price just $1.50 postpaid. Order it m Brad Lee Gifts, 22 Bedford eet, Waltham 54, Mass.



EP YOUR DISTANCE en you're cooking over your door barbecue, and use this tinguished Barbecue Set. It's a n's gift that will make you woman he sends roses to. The fe, fork, and spatula, each 23" g, have stainless steel blades, d beautifully polished rose-od handles. In gift case with i-tarnish lining, $13.75 ppd. c.o.d.'s. Hancock Iron Works, W. Pike St., Pontiac, Mich.



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MIKIMOTO *Pearls*

"the original cultured pearls"

The more you wear them, the more you'll add to their glowing, lustrous beauty. $25 to $1,000. Diamond clasps available on order. Also matched pearls for earrings.

Correspondence solicited

Necklace shown $100, Incl. fed. tax

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CANTON WILLOW PLATES. Recently discovered buried on the site of a Chinese porcelain kiln demolished in 1840. Handmade and handpainted in traditional blue and white, 6" diam. With 2 gilded display stands —$6.50 the pair, express collect.

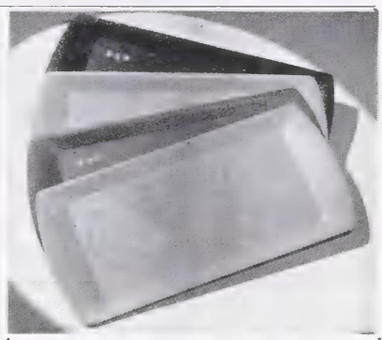
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Four handsome booklets showing many Historical pieces $1.50

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MONOGRAMMED SNACK TRAYS!

They're a third larger than the ordinary lap trays—a generous 17" x 8". Each one is stamped in bright gold with any 2 or 3 initials for an ideal hostess gift! Feather-light wood fibre wipes clean with damp cloth. Set of 4 has Mardi-Gras colors of Green, Gray, Maroon and Chartreuse in gift box. $2.75 prepaid.

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FAITHFUL HOUND DOGS

ANDIRONS

This handsome pair of hounds will take very seriously the job of guarding your hearth. Made from a very old pattern, but a new popular size, with adjustable log rests.

18" High and weigh 47 pounds

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Recent dental surveys reveal most families confuse their toothbrushes, resulting in unhealthful use of wrong brush — thousands of brushes are worn beyond effectiveness . . . are paste clogged or have bent bristles which often cause serious infections by gum punctures. Such findings prompted the Dr. Ross plan which assures using the *right* toothbrush . . . and provides a *new* toothbrush for you at regular intervals.

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For $2.00 you receive 4 Dr. Ross toothbrushes — mailed to your home postpaid. 4 Junior size Personalized toothbrushes, $1.75. All come in a fine reusable plastic case. Satisfaction is guaranteed.

(YOUR NAME HERE) MARION

Available in two popular styles.



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Correct bristle distribution eliminates paste clog.

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4 DR. ROSS ADULT TOOTHBRUSHES $2.00
DR. ROSS JUNIOR TOOTHBRUSHES $1.75

☐ One every 3 months ☐ Red ☐ Yellow
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Name or Names.....
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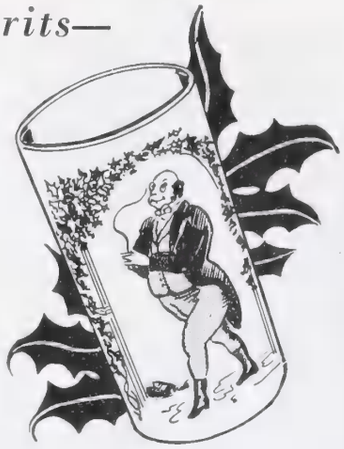


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For Christmas Spirits— go to the

Dickens!



For the spirit (or the Spirits) of the season nothing says "Happy Holiday" so gaily as GAY FAD'S Dickens' tumblers. Oliver Twist, David Copperfield and eight authentic characters, permanently hand-painted on frosted glass, straight from Charles Dickens himself. For giving, for getting—for all festive occasions, *go to the Dickens!*

Set of eight 12-oz. tumblers, $6.80
Set of eight 9-oz. Old Fashioneds, $5.50
(Postpaid, check or money order)

Write for Relax 'n Shop scrapbook of "Charm for Sale" filled with original GAY FAD creations in hand-decorated glass, wood, plastic. Send a dime to cover mailing (enclosed gratis with merchandise).

Relax 'n shop INC.
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World's Most Appealing Reading and Bedside Lamp

No longer need you disturb anyone when you read in bed. This study lightweight metal lamp clamps to book cover . . . horizontal reflector adjustable to any angle assures complete shading of light . . . plugs into standard outlet . . . Far superior to any similar lamp . . . ideal for baby crib and a hundred other uses. **IMMEDIATE DELIVERY. $2.95 Postpaid. Send check or money order. No C.O.D.'s.**

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Ideal for Swimming Defies Detection

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THE CAROL SHOPS
Dept. A, Hackettstown, New Jersey



Window



CRYSTAL GAZING. Give this handsome pair a place of honor on your bar or cocktail tray, and your party will be full of distinguished spirits. Hand-molded of crystal-clear glass, their sparkling brilliance belies their small price tag. Each holds 32 ounces. $9.25 pr., or $4.75 each ppd. No c.o.d.'s. The Josselyns, Box 147, Dedham, Mass.



STRIKING COMPACT. When you take it out of your purse to powder your nose, everyone will think you're getting ready to light up, because it's a glamorous and glorified match box. Tiny enough to carry in a small evening bag, it comes with the top enameled in pretty pastels, $2.75; or in rose-decorated mother-of-pearl, $3, including postage. Green Jade Tree, 10 Sanford Street, Fairfield, Connecticut.



SHEER MAGIC. A scarf, hand-loomed in India of silk, is light as a butterfly kiss, gossamer as a moonbeam. Its borders are shot with gold and silver threads, and it comes in dazzling colors that range from soft shades to vibrant ones. Wear it at the throat of a suit, entwine it with pearls, bracelet it around your waist. Give 2nd color choice. $4 each ppd. No c.o.d.'s. Lang's, 656 Lothrop Ave., Detroit 2, Mich.

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Miniature SOLDIER HEADQUARTERS



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Reiss Bros. famous for having the most comprehensive selection of authentic, beautifully hand-painted miniatures in the United States now has available

Mail Orders promptly filled.

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Self-Portrait Doll You Will Want to Keep Forever



Give your little girl the amazing portrait doll that looks exactly like her. Send photo or snapshot, front view, and an oil-tinted portrait will be made of her. Included are 18 costumes. Nine in brilliant colors and nine for her to color. Photo returned unharmed. $2.00 postpaid. No C.O.D.'s.

SELF-PORTRAIT DOLL COMPANY
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Shopping



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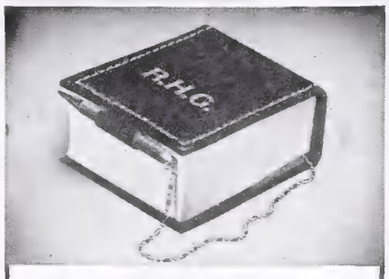
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Window



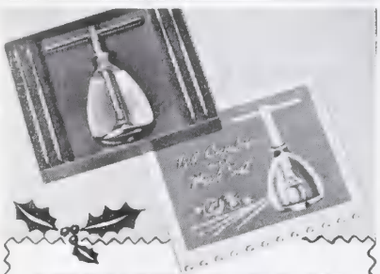
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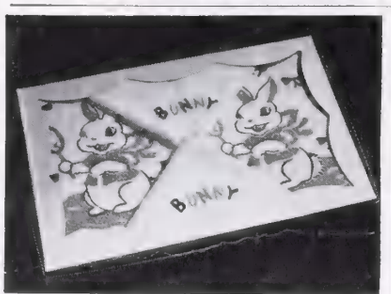


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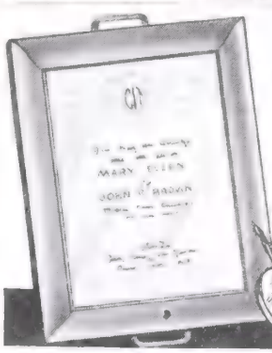
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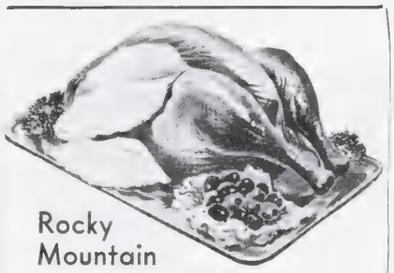
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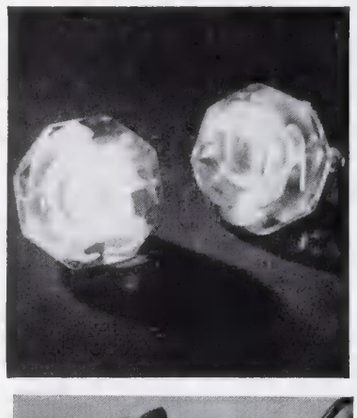
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Shopping



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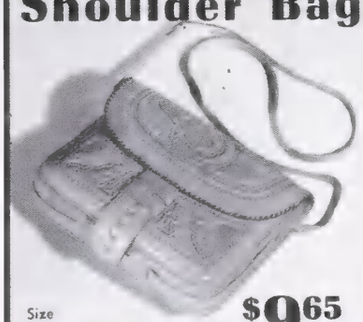
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IMPORTED from ENGLAND to give you the finest cup of tea in the world. Famous "Rockingham" earthenware, made by Gibson's in England. Wedgwood shape, deep-toned glaze, delicate gold and multi-colored raised Oriental trim. Famous with tea connoisseurs! 4-cup size ... 2.50 8-cup size 2.95



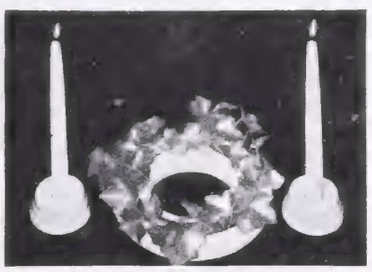
IMPORTED from FRANCE where they make coffee grinders best; made by Peugeot Freres. Full coffee flavor! When you want it! Grind it yourself! Enclosed top to seal in flavor. Adjustable for any grind. Fine finish dove-tailed choice hard wood cabinet. 5.95 Matching Peugeot Pepper Mill 2.50



Send check or money order. Money refunded if not fully satisfied. We pay postage.

JORE and Co., Dept. DW
78 Fifth Ave., N. Y. 11

A gift for lovers of lovely things!



Glazed Ceramic Flower Ring with matching candle holders

specially priced **$3.95** *in 5 opaque decorator colors*

For the *first time* in fine porcelain-textured *ceramic*, a neo-classic hollow ring cleverly designed to hide roots in soil, water or dry bed. Use it in any part of the house . . . simple to arrange with ivy, holly, artificial or cut flowers . . . or use with candles for a distinguished table setting.

Canary yellow. Jade green. Chartreuse. Smoke grey. Porcelain white.

[8½" diam. x 2" deep. **Set**, $3.95 (Ring only, $2.95)]
[11" diam. x 2½" deep. **Set**, $5.95 (Ring only, $4.95)]

All prices postpaid. Mail check or money order to
MARY ELIZABETH, Box 236, Bronxville, N. Y.

New! The Perfect GIFT



ONLY $1.00 PAIR plus 10¢ postage

Airko DELUXE MOISTURE-PROOF **SHAKERS**

• BEAUTIFUL • PRACTICAL • INEXPENSIVE

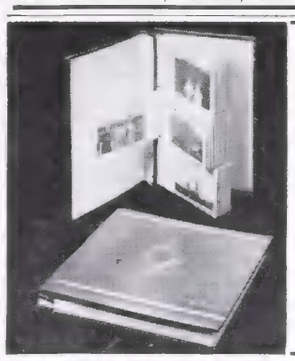
The shakers that keep salt dry in the dampest, slushiest weather . . . packed in the beautiful "show-case" gift box . . . you'll want them for your friends and relatives!

The Airkonite element in the gleaming chromium top removes salt and pepper moisture without heating or fussing. It reactivates itself.

Four inches tall, the shakers are perfectly proportioned, made of sparkling crystal glass with a hand-cut satin-finish base. So beautiful, they lend grace to the most fastidiously prepared table!

We mail the gift set to any address you designate and include your greeting card, if you enclose it with your order.

10-DAY MONEY-BACK GUARANTEE
AIRKO MFG. CO., Dept. HB7, Clermont, Fla.



Multi-Vision Photo Album

Latest, simplest, most compact album. Full protection for prints and negatives. Cover of genuine Texaloid. Space for titles.

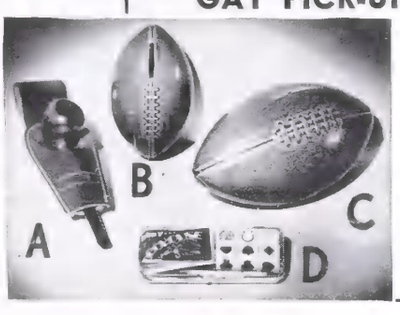
Size A—For #120, 620 and 2X
Color prints—capacity 60 prints
Size C—For postcard and 3⅝ x 5⅝ enl.—capacity 40 prints
EXPANDABLE

Specify color choice, green, brown, maroon or blue.

$4.75 postpaid with three initials in gold. Check or money order, no C. O. D.'s.

EDWARD MADISON CO.
427 Bloomfield Ave. Montclair, N. J.

GAY PICK-UP GIFTS FOR MEN!



Wonderful stocking stuffers for your favorite male . . . ideal for the highschool and college gang! **A**—Handsome Leather Pipe Holster . . . clips easily onto belt, **$1.00. B**—Glazed Ceramic Football . . . coin catcher he's sure to go for, **$1.50. C**—Ceramic Football Razor Blade Bank . . . with opening for easy removal of blades, **$1.00. D**—Fascinating new dice-game "Doghouse" . . . combines the most exciting features of poker, bridge and dice, **$1.00.** All postpaid.

No C.O.D.'s please. Send for our catalogue

The Inderlied Shop
22 Hillside Ave. East Williston, L.I., N.Y.



If You Want to Give Your Wife a Surprise Give Her a Change!

Give Her ATLANTIC CITY ....

Include among your gifts a Yuletide visit by the sea . . . the Big City may be the place to *buy* Christmas but Atlantic City is the place to *spend* it . . . for out on the Boardwalk itself is the greatest Christmas gift of all . . . a climate rugged as a mailed fist and soft as a chamois glove. . . . Winter administering a rush of ozone to the lungs while Spring holds you tenderly by the hand!

So Bring Her for Christmas—and Stay over New Year's

For additional information and Atlantic City's Blue Book write Department H

CONVENTION HALL

ATLANTIC CITY, N. J.



LUXURY FOR THE MAN

He'll enjoy a millionaire feeling every time he brushes his hair. For a while he might even brush it more often. Brush and comb backs are heavy solid silver by International Sterling. Bristles and comb of finest materials. Check or money order, please. The 2-pc. set $15.00 postpaid (Fed. Tax Incl.).

Mail orders filled promptly

MOON'S
Tallahassee, Florida
Registered Jewelers
American Gem Society

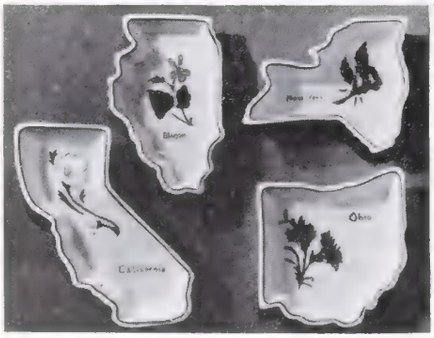


For Modest Budgets— an exquisite fixture for truly gracious homes designed by one of America's finest makers. Gleaming silver and sparkling crystal make every setting more beautiful, every gathering more festive, under romantic, dancing shafts of light. Also available in polished brass.

No. 2135 21" across **$66.00** F. O. B. St. Louis

Send 50c for beautiful illustrated lamp and fixture catalog.

Butler-Kohaus, Inc.
2823 Olive St. ▪ St. Louis 3, Mo.



MAP ASHTRAYS

4" pottery ashtrays designed in the shapes of the 48 States, District of Columbia and Hawaii. Handpainted under glaze. State flower in full color. Lettered with State's name and, if desired, any town at no extra charge. Available with pastel green or gray in tray's base.

$1.00 each, postpaid

Set of any four, $3.75 postpaid. Any person's name included, 25¢ extra per tray. Shipped within five days after order received. *(No C.O.D.'s, please.)*

ANNIE LAURA CERAMICS
Box 289 Downey 26, Calif.



ENGLISH WOOL SHAWL

Imported expressly for us

Lacy and cobweb soft, it is 4 feet square and has many uses—as a baby blanket, bed jacket, chaise longue cover and stole. Colors in heavenly blue, soft peach, chalk white Postpaid $3.95

An ideal Christmas gift

HOUSE OF LOGAN
BOOTHBAY HARBOR, MAINE

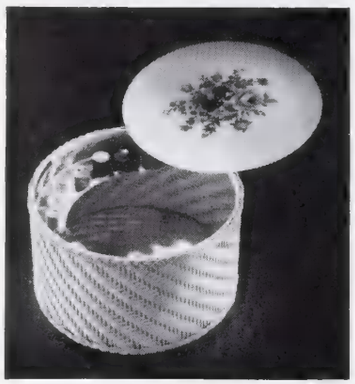
Window Shopping



TABLE OVEN. No kitchen slave, you! With this plugged into any AC outlet you can grill hamburgers, fry bacon and eggs, toast bread, warm your plates, keep the rolls hot, bake or roast right at the table. Two removable wire shelves hold utensils up to 9½" square. There's even a heat indicator on top. Finished in chrome, 14" high, $32.90 express collect. Lewis & Conger, Sixth Ave. at 45th St., New York 19.



THE GOLDEN AGE is a new game that gives you an evening of fun and excitement. But it does more than that. It flicks your sleepy consciousness of world affairs. It brings the H-Bomb and One World and news headlines right into your own living room. The more people who play it, the more golden our chances of arriving at a Golden Age. $2.95 ppd. The Golden Age, 1924 Franklin St., Oakland, Calif.



SPOOLISH FANCY for a starry-eyed newlywed who's learning to darn her husband's socks, or for that neighbor who's an artist with a needle, is this Princess sewing basket. Made of heavy wicker with a floral-decorated lid, it comes with nine spools in rainbow colors, holds an enormous amount of mending. Pastel blue, pink, yellow, or green. 6" x 11", $5.75 ppd. Treasure House, Dobbs Ferry, N. Y.

(*Continued on page* 79)



VALANCES · CANOPIES
COVERLETS · QUILTS

Graceful lines and design enhance the beauty of the exquisite Rosemont valances, canopies, coverlets and quilts just like grandma used to make. Handmade valances with the "Peacock Tail" fringe are quite out of the ordinary used with our muslin curtains with Early American furniture. Hand-tied canopies, $25 to $35. Round rug, $30. Shipped by mail or express collect. Write for booklet.

LAURA B. COPENHAVER
"Rosemont" Marion, Va.

Four-panel folding picture frame—



a gift for the sentimental.

Compact-size (2¾" x 2½") in duragold, black enamel, white enamel— postage prepaid **$3.25**

Also stampbox-size (1½" square) same colors, postage prepaid **$2.25**

From a wide variety of fresh, new gifts

GREEN JADE TREE

10 Sanford Street, Fairfield, Connecticut
Write for catalogue. Mail orders filled.



Please...let your wife come into the living room!

DON'T let dirty dishes make your wife a kitchen exile! She loses the most precious hours of her life shut off from pleasures of the family circle by the never-ending chore of old-fashioned dishwashing! It's easy to banish the barrier of dishpan drudgery and let her join the family fun—the modern, automatic Hotpoint way!

● **The wonderful,** new Hotpoint Automatic Electric Dishwasher is the greatest time- and labor-saving appliance ever invented for the home. It also protects your family's health by doing dishes the sanitary way—many, many times cleaner than is possible by hand. And it saves your wife at least an extra hour every day—seven hours a week—that she can devote to happier home-making for the entire family! Hotpoint Inc. *(A General Electric Affiliate)*, 5600 W. Taylor St., Chicago 44.

● **IMPORTANT NOTE:** What could be a more pleasant surprise for your wife at Christmas than the gift of a beautiful Hotpoint Automatic Dishwasher!

REPLACEMENT OR REFUND IF NOT AS ADVERTISED THEREIN ★ Guaranteed by Good Housekeeping



● **Doing dishes** the Hotpoint workless way is easy and costs only a few pennies a day. You simply put the dishes in the Hotpoint Automatic Dishwasher, turn one switch and the job's done. Everything—dishes, silverware, pots, pans and casseroles—is double-washed, double-rinsed and dried electrically.

Everybody's Pointing To

Hotpoint

Automatic Electric Dishwashers

Look To Hotpoint For The Finest . . . First!

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS



Your Key to Holiday Hospitality

In Kentucky, where a man is judged by the whiskey he keeps, OLD FITZ is *first* for sending . . . *first* for serving. Like our whiskey, our egg nog is a family affair — an old fashioned recipe bringing you all the traditional flavor of our slow-distilled oak-ripened sour mash bourbon. Try it? Here's how!

Egg nog for 12 — Stir 12 egg yolks with 12 tablespoons sugar until smooth. Slowly stir in 1 pint Old Fitz, 1 pint *un*whipped double cream. Fold in stiffly beaten whites of 12 eggs: stir in additional pint Old Fitz: Chill until serving. Then fold in 1 pint *whipped* double cream — sprinkle with cinnamon or nutmeg — and dip in!



OLD FITZGERALD

OLD FASHIONED... *but still in style*

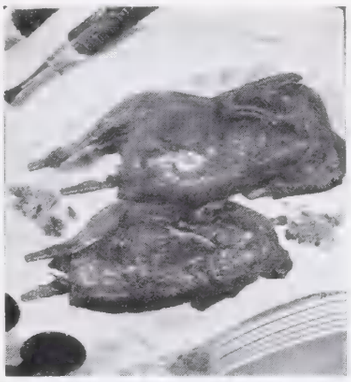
BONDED
100 PROOF KENTUCKY
STRAIGHT BOURBON WHISKEY

STITZEL-WELLER DISTILLERY, LOUISVILLE, KENTUCKY

Window Shopping

CONTINUED FROM PAGE 76

BRACE YOURSELF for a
aste sensation with Forst Catskill
Mountain Smoked Pheasant. The
oung, tender birds are seasoned
ith zesty spices and aromatic
erbs, then slowly smoke-cooked
er fragrant applewood embers
a rich, golden brown. A brace
rves 5 or 6 people bountifully.
12 the brace ppd. Order them
om Forsts, Kingston, New York.



N ENCHANTED CIRCLE
r your front door or mantel
this Della Robbia Christmas
reath. Every one you buy helps
e boys at non-profit California
unior Republic, thought to be
e first boys' town in America.
hey make these themselves of
ative California growth—green
rlands, bright colored fruit.
c. 20" wreath, $6: 30", $9.50.
pd. California Junior Republic.
ino, Calif.

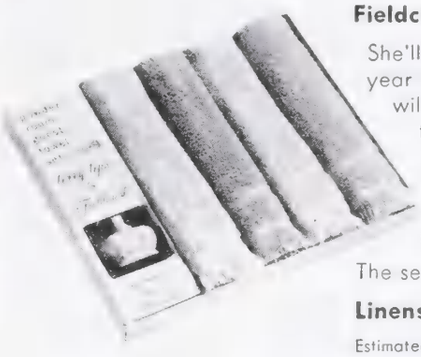


WINTER GARDEN for your
n porch or bay window recess
this pretty flower box. Made of
st iron and painted in long-
sting white, it's a reproduction
an antique piece. Plant the
al top with geraniums or a
rden of greens, and no matter
w bitter the winter, it might as
ell be spring. 23" x 15" x 21"
gh, $19.50 exp. or freight coll.
F. Day & Co., 1901 Fourth Ave.
., Birmingham, Ala.



Marshall Field & Company
Chicago

give her a thoughtful, welcome gift—



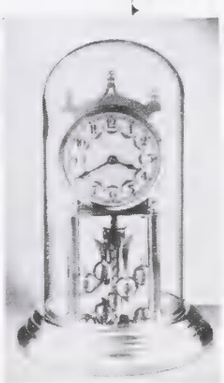
Fieldcrest® Terry Guest Towels

She'll thank you warmly all through the year for giving her towels her guests will not hesitate to use. Easy-launder terry in four decorator colors, each 11x18½ inches, invitingly boxed with a crown of Prince Matchabelli's creamy, scented Abano soap

The set, gift wrapped in cellophane $2.25

Linens—Second Floor, North, State

Estimated Postage, 19c



THIS
GIFT
BRINGS
ITS OWN
TRADITION

•

the Clock You Wind Every Christmas Morning!

Just once a year . . . along with all their favorite Christmas customs, your friends will wind this handsome ANNIVERSARY CLOCK. And handsome is the only word for the polished brass base and pillars, the enameled dial with garlanded design, and the stately glass dome. For a beautiful gift with a beautiful thought behind it . . . give the ANNIVERSARY CLOCK . . . the gift with the brand new Christmas tradition!

The Anniversary Clock is 12" high, price $45.00 plus 20% federal tax.

FULLY GUARANTEED

Send check or money order to:

THE ESRO CO.
260 Fifth Ave., N. Y. 1, N.Y. Dept. A

Love Birds



Ducks

Australian opals in 18K gold brooch studded with eyes of emeralds or rubies. The unusual in exquisitely fine jewelry manufactured exclusively by Merrin. Catalog on request.

Send check or money order or pay postman on delivery

Love Birds $75 Tax included
Ducks . . . $65 Tax included
Specify emeralds or rubies

Merrin Jewels
530 Madison Avenue, New York 22, N.Y.

BEAUTIFUL CHRISTMAS GIFTS

Her fur muff is young and gay . . . with fur collar to match



LAPIN
in enchanting colors . . .
- red
- green
- navy
- black
- white
- brown

Collar 9.95
Muff 14.95
Postage, fed. tax incl. No c.o.d.

Stocking fillers . . .
FUR CORSAGE
Luxurious as an orchid and more lasting. Give her several—white, light or dark brown.

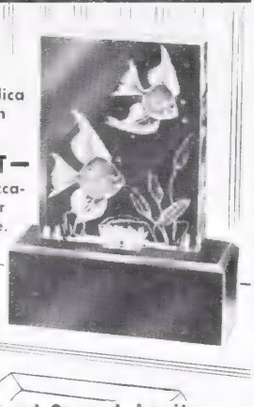


3.95

HAROLD J. RUBIN, *Furrier*
52 East 56, N. Y. 22

BY DAY—
attractive replica of tropical-fish aquarium.

BY NIGHT—
ideal TV or occasional lamp or child's nite-lite.



New! Hand-Carved Lucite "Aquarium" Lamp

Engraved fishes and plants, hand painted in full color, appear to be completely enclosed within Lucite, are brilliantly iridescent when lamp is turned on. "Hidden-Light" provides concealed illumination, no glare. Inch-thick Lucite, on 6½" hard-wood base (natural, mahogany or black) rubbed to fine finish. U.L.-approved wiring, including hidden switch, cord & plug. It's beautiful! Larger size, on 12" base, $23.95, ppd.

$16.95 ppd.

Satisfaction guaranteed or money refunded. Order today, for yourself, for gifts. Dept. HB-12

HOLLYWOOD MAIL BOX
6411 Hollywood Blvd., Hollywood 28, Calif.



SOLID CHERRY WALL RACK

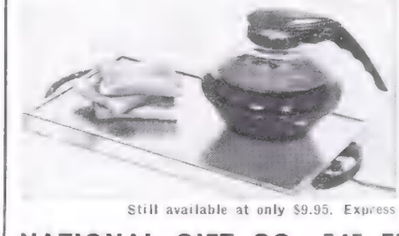
The Amy Lee. Authentic spool turnings, open back, scroll brackets, genuine hand carving. Shelves grooved for displaying plates. Solid Cherry in hand-rubbed Cherry finish. 29 in. high; 17 in. wide; 6½ in. deep. $13.95
Parcel post paid . . . . . .

MILK GLASS
No. 40 Square Plate, Ppd. 3.15
No. 47 Basket-weave Nest Dish, Ppd. 85c
No. 41 "Heart" Plate, Ppd. 3.15
No. 56 Rabbit-on-Nest, Ppd. $1.25
Set of all four pieces, Ppd. $7.95

Carl Forslund
122 FULTON
GRAND RAPIDS 2, MICHIGAN

Send for FREE Christmas Catalog
It's an Adventure in GOOD GIVING

YOUR XMAS TURKEY PIPING HOT



This new, unique HOTRAY will keep your food hot. Use it yourself—give it as distinguished Xmas gift.
The HOTRAY is electrically heated, thermostatically controlled, keeps food hot for hours—ready to eat at all times.
Made of sparkling radiant glass harmonized with gleaming silvery frame, 2 plasti-cool handles, 4 rubber bumper legs.
HOTRAY is perfect for your table—will not damage table cloth or table surface.
Convenient size 14"x9". AC only — Unconditionally guaranteed.

Still available at only $9.95. Express collect. Write for free catalog N.

NATIONAL GIFT CO., 545 Fifth Ave., New York, N. Y.

Graceful COLONIAL SETTING
for BRIDGE—CANASTA—LUNCHEONS

"YOU'D HAVE TO BE TOLD . . . THEY FOLD"

TABLE & CHAIRS ARE DINING HEIGHT.



Send Postcard for FREE Upholstery Sample!

■ Just wonderful as a Special Gift for friends and relatives. It's perfect for the card room, living room, or as a gracious general use table in a small apartment. This is a set you'll have for years—use on many, many, occasions.

■ You'd never know it folds—it's rugged, rich, with authentic Chippendale dignity and charm. It's generously, comfortably proportioned.

● Made-to-order, custom finished in fine selected hardwood, either mahogany, ebony, wheat or harewood gray — with "Boltaflex" padded top and matching cushioned seats. Ten smart upholstery colors: ivory, maroon, brown, green, chartreuse, red, gray, coral, yellow, and aqua.

● Specify color, finish—allow 3 weeks delivery. Express collect, f.o.b. factory, Jamestown, N. Y. Send check or money order. No C. O. D.'s, please. Satisfaction guaranteed. Model 1452-HB.

This Beautiful CHIPPENDALE DINETTE-BRIDGE SET (Table — 4 Chairs) ONLY $79.95

Nicholas Mimikos

BOX 353
ROOSEVELT PARK
DETROIT 32, MICH.

SMART GIFT IDEA!
HANDY NON-TIP ASH TRAY



This clever "bean-bag" ash tray sets firmly anywhere—even on the arm of a chair! Will not stain, tarnish, tip or scratch fine finishes. Gay as a Highland Fling in a variety of Scotch wool plaids. Set of 2 for $3.00, plus 25¢ postage. Send check or money order.

The Bermuda Shop
554 Madison Ave., at 55th Street
New York 22, N. Y.





New Light on Your Centerpiece . . .

LITE-a-CAKE

The Lite-a-Cake centerpiece will make your table decoration a conversation piece. . . . Makes a wonderful display of your flower arrangements . . . especially Christmas greens. Kiddies are delighted to see their birthday cake surrounded with these bubble lights. You'll use Lite-a-Cake many ways . . . on every special occasion. Made of polished aluminum. 15" in diameter and 2" high. Sockets will take any independent burning Christmas tree lights. A 10" cake fits perfectly. Order this year around decorative piece now . . . in time for the holidays.

Complete with set of bubble lights $7.95 tax & ppd.
Stand without light bulbs only $5.95 ppd.
Satisfaction Guaranteed or money refunded.
No C.O.D.'s please

Pomeroy Studios
Box 636—Midlothian, Illinois

YOUTHGUARD
KEEPS YOUR CHILD FROM FALLING OUT OF BED

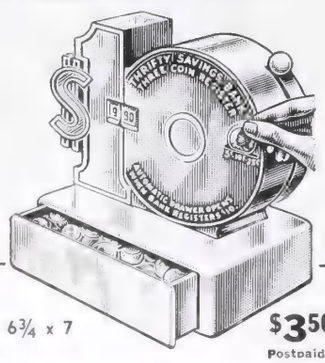


$6.95 each side

YOUTHGUARD clamps firmly to bed, won't come off. Child may twist and turn but won't roll out of bed. Beautiful hand-rubbed furniture finish in maple or waxed birch, YOUTHGUARD fits any wood bed. No tools needed. Clicks on, clicks off instantly to make bed. Special rail attachment for Hollywood style bed, $1.95.

Pat. Pend. No C.O.D.'s.

THE VANDALIA CO.
558 Vandalia St. Paul 4, Minn.



6¾ x 7 $3.50 Postpaid

MAKE "51" . . . a THRIFTY ONE!

ADDS 5¢ 10¢ 25¢

DRAWER OPENS AUTOMATICALLY AT $10
Fun to save small change. Only bank with drawer like cash register. Save your nickels, dimes and quarters—just drop them in and dial will indicate exact total of deposits at all times. Handsome, rugged Styron. Choose Lustre Black or Deep Maroon. Letters and Dial in Gold. Send $3.50. Receive bank postpaid.

RAPAPORT BROS.
Dept. HBD 1826 S. Washtenaw
Chicago, Ill.



Window



ON THE CUFF, he'll be proud to wear these hand-wrought sterling-silver cuff links, engraved with his monogram in shaded block or script letters. Also in gold-plated sterling, they come with matching or swivel backs, $3.50 the pair. Matching tie clasp is $2.75. Tax and postage are included. Orders will be sent out 5 days after receipt. Wayne Silversmiths, 546 South Broadway, Yonkers 5, New York.



EVEN A BIG SPLASH won't result in a spanking when a small painter is wielding the brush if he's well covered with "Pat the Painter" overalls and cap. The sturdy off-white coveralls have honest-to-goodness paint splashes as part of the design, so the more the merrier. For boys or girls, in sizes 2 to 6, the price for the overalls, cap and 1" paint brush is $3.95. Ppd. Tiny Town, 349 Coral Way, Coral Gables 34, Fla.

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(Reg. U.S. Pat. Off.)



The VERSATILE ice bucket. KEEPS ICE ALL DAY.
A faithful reproduction of the famous old New England sugar bucket—bound with solid bronze hoops for added strength and attractiveness.

- Made of wood, thoroughly insulated and lined with "Transmuted" wood—processed against absorption, mold and decay.
- Hand-rubbed Fruitwood finish. Capacity 8 quarts. Outside Diam. 12"—Height 12".
- Ideal for everyday usefulness, boating, cocktail & beach parties, picnics, motor trips, etc.

$22.50 (For POSTPAID delivery add 50c East. or $1.00 West, of Mississippi River.)

MEARS & HEMINGWAY SPECIALTIES
Dickson Bldg., Norfolk 10, Va. • N.Y. Office, 1600 Times Bldg., BR 9-2338

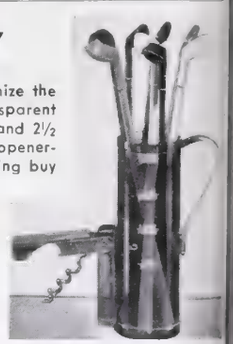
19th HOLE CADDY

Even if you can't tell a "Birdie" from a "Swallow," you'll recognize the value of this Caddy. The bag is a handy, handled jigger, in transparent plastic, graduated 1 oz. (putt), 1½ oz. (mashie), 2 oz. (brassie) and 2½ oz. (drive). The ball pouch unfolds to become a combination bottle opener-corkscrew. Complete with 8 six-inch golf club stirrers. An outstanding buy for $1.00, postpaid (No C.O.D.'s please).



←*Send for free catalog of Smart Bar Accessories*

the GAME ROOM
1538 Connecticut Ave., Washington 6, D. C.





Beauty For Your Door

A distinctive solid brass name plate Engraved with your name, or initials and last name. Plate size 1⅝" x 4¼". Please state choice of script, block or Old English lettering.
$3.50 ppd. screws incl.

Stunning Coasters

For your holiday entertaining and to grace your home for years to come. Personalized with a beautifully detailed one letter monogram on highly polished brass cork bottom. Make wonderful gifts. Please state letter desired.



Set of 4—gift boxed
$5.95 ppd. No C.O.D.'s please

TERESA FORBES
208 Mohawk Dr. River Edge, N. J.

Shopping

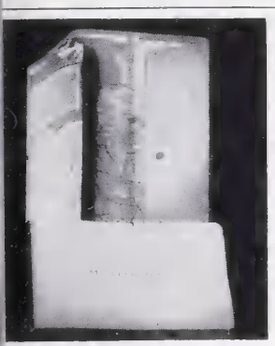


ANG YOUR MAGAZINES the wall or set them on the rary table, and their handsome ers will make a decorative ash in your room. This large k is particularly wonderful ause it holds about 20 mag- nes in an upright, easy-to-see, y-to-get-at position. Handmade honey-tone knotty pine, or in hogany finish, it's 23" x 14". .50 exp. coll. Yield House, x 179, North Conway, N. H.



S NOSE KNOWS what the ather will be because Rudolph he reindeer that guides Santa's gh on stormy Christmas eves. if you have a young man o's allergic to rubbers, this ometer will be sweet persua- n. Santa emerges from the stic cottage when skies will be , Rudolph comes out to fore- t cloudy days. 6" x 4". $1 ppd. e Weatherman, 430 N. Mich- n Ave., Chicago, Ill.





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Keeps the day's trip area in flat, well behaved form for easy reference. Opens to 10"x12" and folds to 6"x10" to fit dash compartment. In finest pigskin, with pocket for other maps and papers. **$7.50 Motoring Log** bound in matching pigskin. Ruled for detailed entries (mileages, time, gas consumption, expenses, comments, etc.). $3.50. Either item is postpaid (No C.O.D.'s). *Send for free catalog "The Perfectionist's Guide to Gift Buying"*

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Zoomerang gun!

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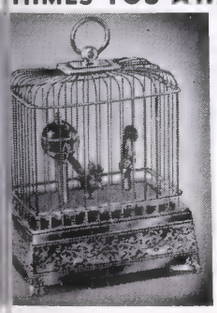
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MOROCCAN ART CENTER

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This **HANGING BIRD CAGE CLOCK** in brass and chromium has a ticking Bluebird, alabaster base; 8¼" high. Only $15. tax incl.



LAST MINUTE CHRISTMAS GIFT SUGGESTIONS

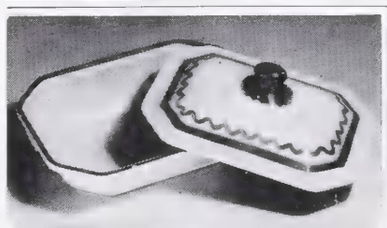
Three excellent gift suggestions for last minute shoppers. Plummer's exclusive Canasta Set resembles a beautifully bound book, richly gold tooled in Calfskin. Brown, wine or green. Approximately 6 x 8 ins., closed. 3-letter monogram free. Complete with 2 packs of cards, directions, score pad, etc. Set $7.50.

Plummer's famous Christmas Tree China in glowing colors with green banded rim. Open stock. Dinner Plates, doz. $27.00; Luncheon Plates, doz. $22.00; Bread and Butter Plates, doz. $13.50; Tea Cups and Saucers, doz. $32.00. Plummer's Christmas Tree Glass, doz. $15.00.

Beautifully modeled life-like Toby Jug of General MacArthur. Authentic in style of uniform and coloring. Height 3 ins., each $2.75; 4 ins., each $4.25; 5 ins., each $6.00; 6 ins., each $8.50.

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SLAT-O-MAT



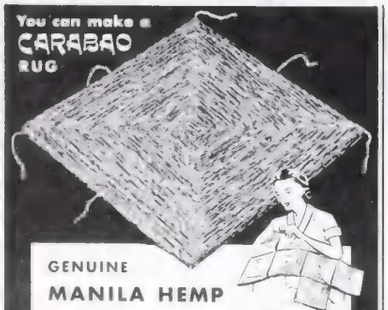
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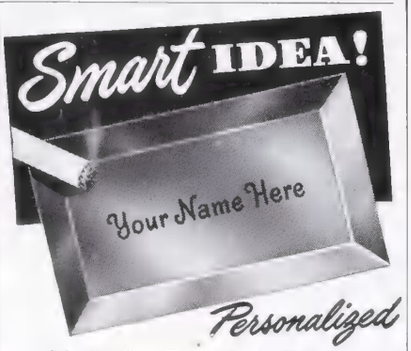


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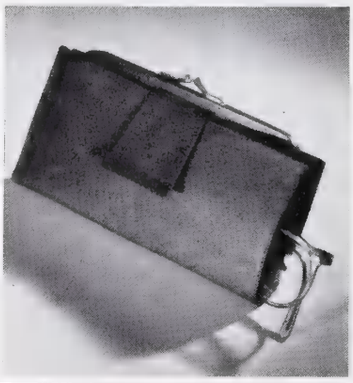
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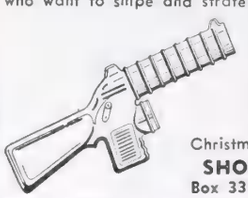
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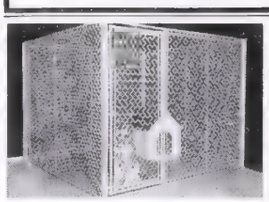




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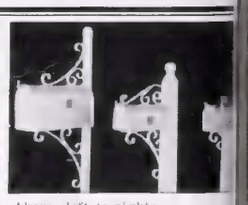


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Shopping





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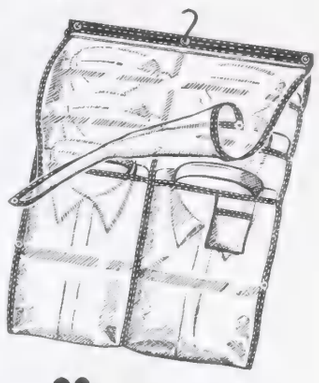
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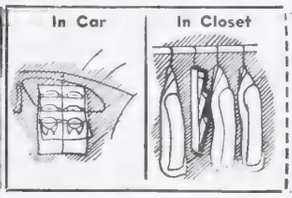
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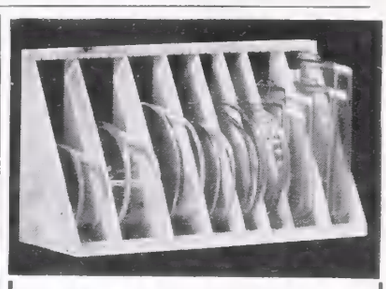
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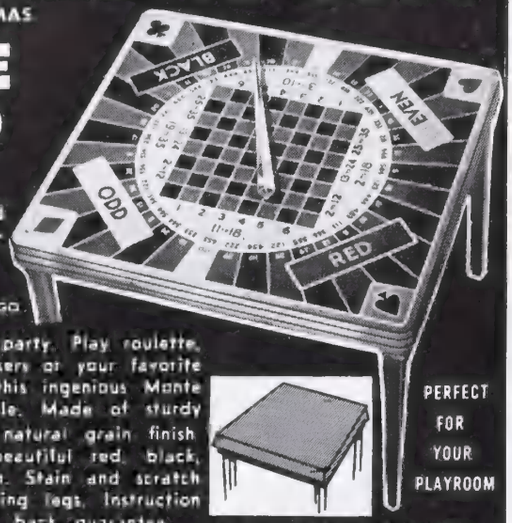
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You'll teach your kiddies neatness when they have one of these Elephant or Scotty design clothes trees for their clothing. Stands 46" high—just the right height for the little ones. Your choice of Blue and White, Pink and White, or natural finished pine—to blend with color scheme of their room. Unique rugged construction will stand rough treatment. Order one today for Immediate Delivery.—State color combination desired.

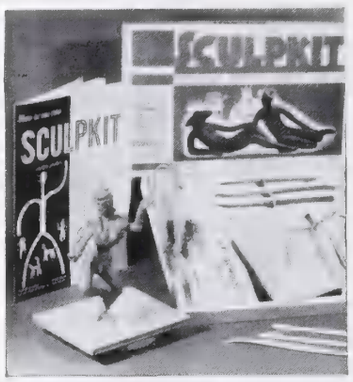
Sent you postpaid **$4.95**

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DANVER'S
Box 31 • Deerfield, Illinois



Window



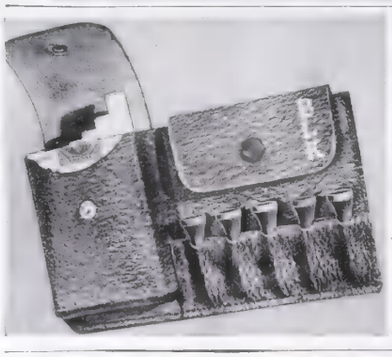
SCULPKIT can turn even a rank amateur into another Jo Davidson. It contains two pounds of Plasteline, a wonder modeling clay, three modeling tools, wire armatures on which you mold your figure, and a turntable. And there's a book of instructions and ideas that makes even uncreative us want to start this exciting new hobby. $3.95 ppd. Sculpture House, 304 W. 42nd Street, New York 18, N.Y.



CHEESE DREAMS. The Windmill gift package contains 8 different kinds of imported cheeses. There are 2-oz. tubes of Roquefort in brandy, Cheddar in port, Edam in sauterne, Gorgonzola in brandy; 4½-oz. boxes of Bifrost cheese and Primula cheese; 2½ oz. boxes of Karvi (caraway cheese, and Kavli (celery) cheese. $3 ppd. Dutchess Food Specialties Co., 26 Washington Ave., Pleasantville, N. Y.



THE LIONS ROAR when dimpled Barnum pulls this Circus Wagon across the floor. Made of wood and plywood, it's brilliant colors, motion, and noise make this a pull toy that's more fun than the trapeze artists and a carful of clowns rolled into one. Complete with driver and animals, it measures 21" long, 10½" high. $2.95 plus 50¢ postage. Mastercraft Products, 60 South St., Boston, Mass.



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. . . FOR MAN OR MAID!

Fastens to the golfer's belt . . . to supply cigarettes, tees, score card and money. No more bulging pockets, no more crumpled cigarettes. Weighs only 2½ oz., is only 6 x 3½ inches in size. Set of 5 tees included.

COWHIDE SPLIT EMBOSSED PIGSKIN GRAIN . . . . . **$2.50** PPD

FULL GRAIN RUSSET LEATHER . . . **$2.95** PPD

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Only by *KILLING THE HAIR ROOT* can you be sure unwanted hair is gone *FOREVER*. Brings relief and social happiness. Do not use our method until you have read our instruction book carefully and learned to use the *MAHLER METHOD* safely and efficiently. Used successfully for over 50 years. Marvel $28.50, Deluxe $49.95. POSTPAID.

SEND 6¢ COINS OR STAMPS FOR BOOKLET "NEW BEAUTY FOR YOU"

MAHLER'S, Inc., Dept. 8-T, Providence 15, R. I.

Shopping



CK THE HALL staircase a group of twinkling foil s, catch up a few with mistle- over the doorway and, of se, hang them on that Christ- tree where they'll reflect the i-colored lights. Made of sil- fuchsia, or green foil, they e flat, unfold to look like t snowflakes. And that makes easy to store for next year. ssorted are $1.50 ppd. Susan h, Dundee, Ill.



LLY WREATH MATS will make your Christmas e as merry as the gay hearts gather round it are made of y plastic. Shaded in green red holly berries, they're wide, will last from year to . Or use them as decorations llophane taped to the mirror the mantel, the upstairs win- panes. 39¢ each ppd. The n, Columbus, Ohio.



CTIONARY, PLEASE!" bines the best features of rams, chess, and mah jong. eloped by two Americans dur- their 4 years in a Japanese n, it's a game of skill and for two to eight players. ivory-plastic tiles with jade- n letters, hardwood racks, ing counters, etc., come in string bag. $28.50 plus post. rcrombie & Fitch, Madison at 45th St., New York 17.



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America's finest virgin wool hand-hooked Rugs
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Old Fashioned Ice Cream with that rich hand-turned flavor
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Now ... you can make real home-made refrigerator ice cream completely free of ice flakes ... quickly and easily without hand stirring or beating. Delight family and friends with your own rich custards, taste-tempting fresh fruit ice cream, or frozen sherbets. Simple to use too! Just place Freeze-O-Tray in ice cube compartment, close refrigerator door on flat cord and plug in. Electric motor oscillates blades to gently stir ice cream as it freezes. Shipped by postpaid parcel post for only $17.50. Priceless Old Southern recipes and illustrated direction booklet included. No. COD's.

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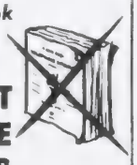
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PERMANENT TELEPHONE BOOK COVER

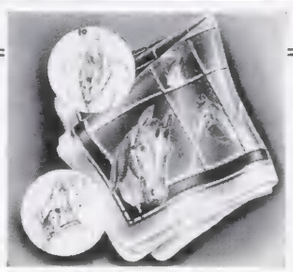




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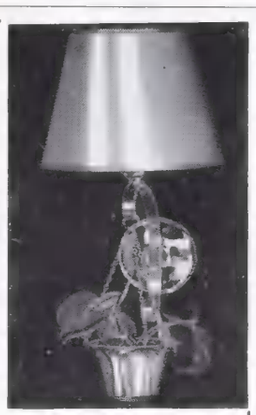


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HORSEY SCARF

You'll love this pure silk, yard-square scarf. Wear it as a kerchief on the head or scarf at the throat. Charmingly decorated with 21 horses, each in his own box on the checkerboard square. Scarf has rolled hems. Choice of background colors: lime, fuchsia, French gray, bright blue, or forest green (state your preference). Only $3.00 each, I pay postage. Your money back if not delighted. *Christmas delivery guaranteed anywhere in U.S. if your order reaches me before December 20th.*

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HANGING PLANTER
Matching 3" x 3" copper planter, 5½" triple chain, 8" bracket. Beautiful in pairs. Per pair, **$2.65**. Each, only **$1.45**

PLANTER LAMP
A beautiful pin-up lamp with the added interest of a gleaming solid copper planter base. Your ivy, philodendron, or small plants will make an ever-changing picture of greenery to enhance your walls. Planter size 4" × 3". Overall height 14". Satin-strand shade. Special, per pair **$7.45**. Each, only **$3.95**

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CARD TABLE PLAYHOUSES

The perfect answer to "What can we do now?" Just set up a card table, slip Playhouse into place for hours of fun! Order the **Kottage** model (complete with door bell) for young housekeepers and the **Fire Station** for the fire engine crowd. Bright colors on sturdy cotton cloth; side wall lifts up for entrance and ventilation.

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FOR DRESSING
FOR RAINY WEATHER

Got a fresh hairdo? Slip plastic Nica cap over your head before shower, changing costumes or going out in rain. Your precious curls will stay dry and with every hair in place. Roomy, comfortable, crystal clear—snaps under chin in a second. Won't interfere with breathing. Set of 3—one smartly styled **rain cap**, one for **costume change**, and one for **shower** —only **$1.10** Ppd.

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AT LAST! Electresteem *10 to 24 hour* Vaporizers and ROOM HUMIDIFIERS!

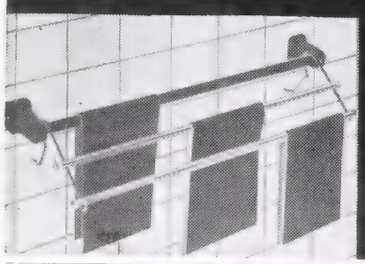
Split-second steam action gives almost instant relief from misery of nose and chest colds. Absolutely safe! Remote water reservoir can't become boiling hot. Automatically shuts off when water evaporates. Detachable Vapo-cup for vaporizing medicaments. PREPAID within continental limits U. S. A. *Furnished with 48½-oz. jar for 10-hour vaporization. For 24 hours use 1-gal. Mason type jar. AC current only. Send check or money order (No C.O.D.) **$6.95**

STANDARD model in gleaming plastic $5.95

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TRIPLE YOUR TOWEL SPACE!

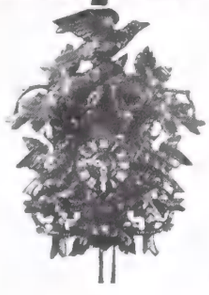


Every bathroom needs the extra towel space provided by this wonderfully efficient towel rack. Just hang it on your own rack—round or square—no screws or bolts. Brilliant Chromium plate over nickel on solid brass—no polishing. Adjustable 15" to 25" long. Will last a lifetime. Money-back guarantee. **$3.95** POST-PAID

Single bar extension, $2.45 Ppd.
C.O.D. if desired; fees and postage added

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The *GENUINE* Old World Heirloom—the clock with a personality. HAND CARVED by one of the oldest and best clock makers in the Black Forest. The finest and most complete line offered in this country. *THE* authentic, artistic, deep carved clock you may remember from your childhood. Choose yours from many types, sizes and prices. Safe delivery guaranteed. Write for free, illustrated folder.

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Window



CAR CO-PILOT. A new inexpensive way to measure the power performance of your car. It not only measures the pickup, but also the efficiency of your brakes. In a good-looking ebony plastic case that can be attached to your car with the help of only a screwdriver. No direct connections to the motor or brakes. $4 ppd. Scott of California. 369-H West Washington. Pasadena 3. Calif.



THAT HEARTH OF YOURS will catch on quickly if you keep your kindling and small logs in this decorative fire-side basket. Hand-woven in Mexico, the oval shape and hoop handle make it convenient sit-by-the-fire. And the nice price makes it a happy solution to lots of gift problems. 21" long. $2 ppd. The Old Mexico Shop. Santa Fe. New Mexico.



CONSIDER THE LILY as a surprise ending to tuck in the toe of a pretty girl's stocking. Called the "Gilded Water Lily," the set is handmade of French enamel, hand-painted with 14k gold, and comes in black, red, white, green, light brown. The pin, 2" wide, is $2.95. Matching earrings have gold-plated clip backs. $4.75. Set is $6.95. Tax & post. incl. Novelty Co., Dept. 1, 317 W. 45th St., New York 19, N. Y.



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Distinctively Different!

Handsomely fashioned male and female heads, each 7½" high, exquisitely reproduced from original Balinese wood carvings! Bake-glazed in ivory ceramics, each is beautifully sculptured and enhanced with a traditional ceremonial headdress. Charming in any setting, they add infinite grace to end tables, piano, television set, etc.—are superbly giftable!

$6.95 the pair, postpaid
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Balinese Reproductions
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2 Space-saving Magazine Racks *Which one do you want?*

Buy for yourself or as most acceptable gifts for Xmas, Anniversaries or Birthdays. (Send Gift Cards for enclosing) Hang on any wall or door. Each Rak holds many magazines, easy to select or replace.

MAG RAK, 20" x 45"; five graduated pockets, white pine finished in transparent lacquer, or unfinished. $13.75 plus 60c shpg. (85c if west of Mississippi).

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The Rak Makers
Dept. D, New London, Conn.

Shopping



WALL CHARMER. There will be no question about who's the fairest of them all if you hang this pine wall mirror and planter in your hall, powder room, or library. Beautifully made in a hand-rubbed antique honey-brown finish, the mirror will reflect not only your pretty face, but the bank of ivy you plant in the copper liner. 24" high, 12" wide. $12.95 ppd. Old Salt Box, East Sandwich, Mass.



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A NEW TWIST for serving pretzels is the Bar Fly that holds canapés on toothpicks in the tree-stump base. The gentleman that supports it, or vice-versa, has had more than one-for-the-road which accounts for his supine position, his traffic-light nose. Set him on your bar as a gay reminder. 10" long, he's $2.50 postpaid. Plantation House, Riverview Terrace, Bettendorf, Iowa.





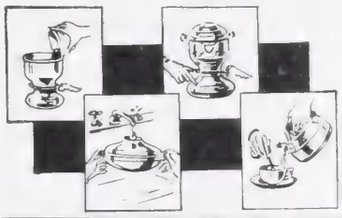
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SWIRL-O-MATIC

WASHES YOUR CAR FASTER EASIER



Just hold . . .

Revolving brush does the work

ONLY $6.95 PREPAID

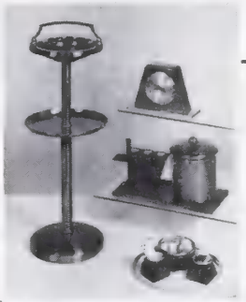
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- No rubbing, scrubbing, wiping!
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- Guaranteed! Economical!
- 3 ft. extension ideal for washing boats, windows, etc.—$2.50 extra (prepaid)

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SMOKING STAND—Has ample space for cigarettes, lighter and glasses. Ideal for use between chairs when viewing television. 21" high, 9½" wide. English bronze finish. **$9.95** postpaid.

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Silverim Plates of hammered aluminum with jewelry finish, hold gay paper refills which you toss away after using, thus saving dishwashing. A beautiful and practical gift your friends will use all through the year.

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JUST A TWIST OF THE WRIST AND YOUR FAVORITE KNIFE IS SAFELY HONED TO A KEEN, RAZOR-SHARP EDGE.

GUIDE SLOTS AUTOMATICALLY HOLD KNIFE AT THE PROPER ANGLE FOR CORRECT SHARPENING, BY FINE TRU-BALANCED CORUNDUM HONE. ALL STEEL WITH SELF-LUBE BEARING. COMPACT, BEAUTIFULLY PLATED—EASY TO ATTACH AND OPERATE.

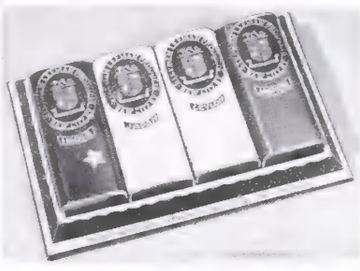
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for YOURSELF, for GIFTS . . .

MING TEAS



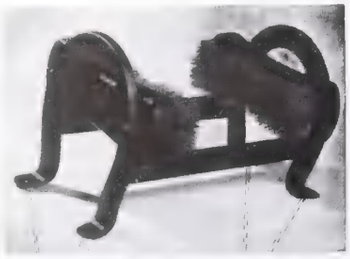
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Write for illustrated catalog and price list



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THE ORIGINAL WELDED LUCKY HORSESHOE BOOTSCRAPER Real horseshoes, welded to sturdy cross-irons. Stout stable brushes, screwed to each horseshoe, clean sides of boots while soles are scraped on cross-irons. Practical and decorative, a tactful reminder at entrances and porch that snow, mud, slush and dirt belong outside. About 9½" x 5½". Weather-resistant black iron finish. Complete with screws for attaching to porch or steel pins to hold in ground. Specify screws or pins. **ONLY $4.95 Ppd.**

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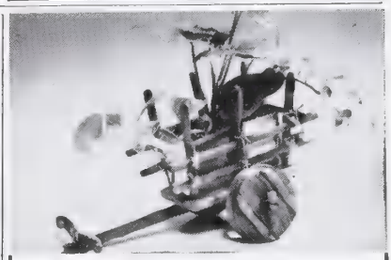
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PLUS 20% Federal Tax

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Thrill your friends with an original, authentic gift from the Golden West. Handmade of finest California Redwood. Leakproof, solid copper container. Size 6x6x12 inches. Shipped PREPAID anywhere in the USA. No C.O.D.'s please. Gift card will be enclosed upon request. Only $4.50. (Plants not included.)

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AS LOW AS $3.15

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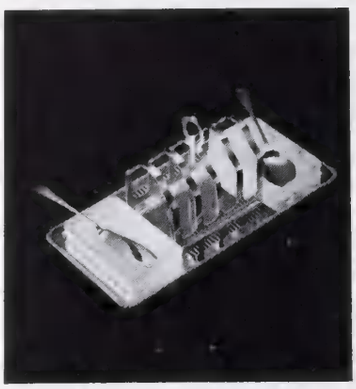
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Aurora, Illinois

Window



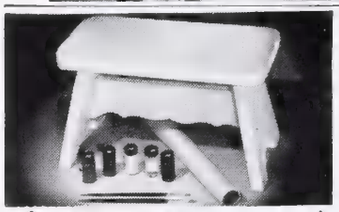
TOAST THE BRIDE with a gift whose gleaming beauty will brighten her breakfast table. The silver-plated tray has a removable toast rack in the center, two glass liners for butter and marmalade, a butter spreader and jam spoon. For tea or cocktails, she will remove the toast rack and use the tray for cheese and crackers. 9½" x 4". $11.95 incl. tax & post. Park-Edwards, 536 Madison Ave.. New York 22.



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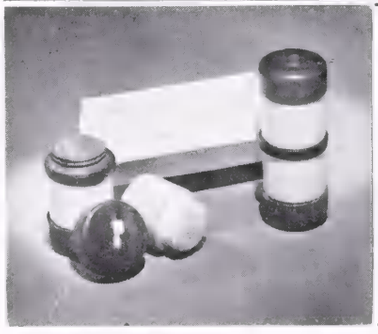
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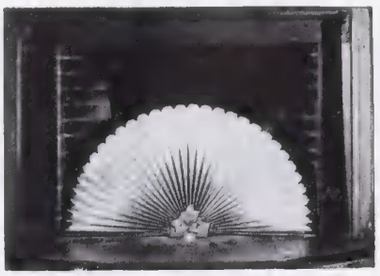
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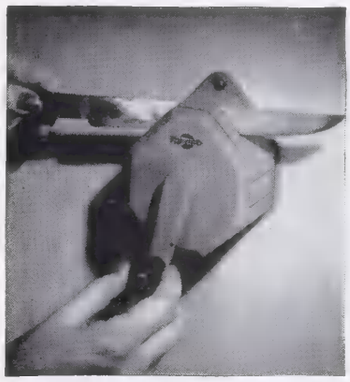
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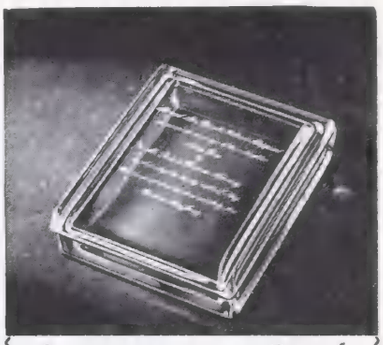
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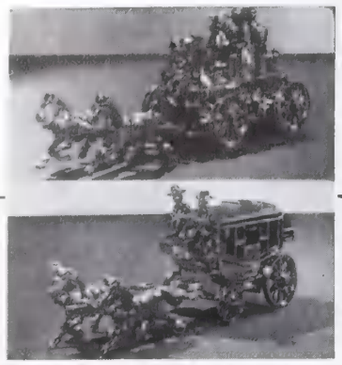
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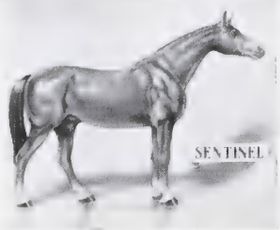
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A stunning ornament for desk, table, mantel, or model collection. "Sentinel" is the perfect model of an alert thoroughbred. He stands 7½ inches high. Made of durable metal painted in bay, sorrel, or black with four white stockings and white blaze on his face. (State color preferred.) Price only $4.00. I prepay postage. Your money back if not delighted.

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MONGOLIAN HEAD PLANTERS

Hand decorated with 22 kt. gold . . . semi-porcelain, highly glazed . . . 10⅛" high . . . choice of chartreuse, lime green or white, with contrasting high gloss black base. Hung on wall, placed on mantel or table, or used as bookends, will give unusual distinction to any room.

Send for illustrated catalog.

$7.95 the pair, prepaid
(plants not included)
Immediate mailing for Christmas

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"By The Blue Pacific"
2323 Michigan Avenue
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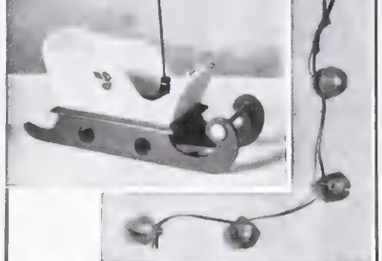




New Decorators Item

This new and unusual Cup, Saucer and Spoon holder for your priceless collection. Holds 12 cups & saucers and 15 spoons, either regular or demi-tasse. All hardwood with a hand rubbed finish, in either rich mahogany, cape cod (red) maple, antiqued salem (golden brown) maple, natural (Blond), Cherry or Walnut. Measures 30" high, 25½" wide, 3" deep. Price **$17.50.** Express Collect. Please, no C.O.D.'s. (Cups, saucers and spoons not included.) Orders received by December 14th will be shipped for Christmas.

C. & T. ASSOCIATES
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Los Angeles 11, California.



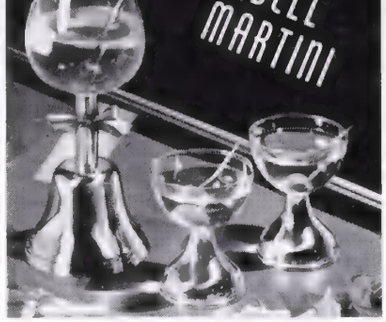
"OH WHAT FUN IT IS TO RIDE IN A ONE-HORSE OPEN SLEIGH"

This charming New England miniature pung sleigh makes a festive holiday centerpiece filled with Xmas ornaments and evergreens. A delightful Server for popcorn or candy . . . ideal as a gift container for your homemade cookies. Snow-white coach and crimson runners or shiny black with red. Handpainted holly decoration. Runners made of wood, it will last for many years. Removable whip. 13¼"x5½"x5½". **$3.95** postpaid

Genuine American Sleigh Bells. Made in the same moulds in which they were cast 132 years ago and by the same family in the same New England village. Perfect for Xmas door decorations. Hang them so they will jingle each time the door is opened. Four cast brass bells on raw hide strap. 2 bells, 1¾" diameter; 2 bells, 1¼" diameter. **$2.25** postpaid

Check or Money Order. *Bonney's* For Feminine Creations No C.O.D.'s

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Give someone a thrill with this fascinating Bell Martini Mixer. Hear the merry ring of the bell in its lovely brass base as cocktails are served from its sparkling, 21 ounce crystal bowl! Give year 'round pleasure and fun! Send check or money order. Prompt shipment.

BELL MARTINI, each postpaid.....$6.50
Cocktail Glasses, each postpaid..... 2.00

Add 2% inside Illinois shipment

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STRIPS OFF PAINT TO BARE WOOD
With One Easy Motion

No fuss, muss or tiresome scraping. Simply lay Deluxe Model **Electric Paint Stripper** on paint to be removed, then just push . . . *paint rolls off dry and crisp*, does not stick to rugs or other surfaces.

Deluxe Model **Electric Paint Stripper** removes any number of coats of paint or enamel—fast—safe—easy—eliminates burning, marring, scraping, sanding or chemicals. Will not harm the most delicate wood surfaces.

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WILMETTE 3, ILLINOIS

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CHRISTMAS TREE PLATES, made for Plummer of fine white earthenware, are decorated with trees that are as traditional and as wonderful as any you remember towering ceiling-high in the broad hall of an old-fashioned country house. 8" square dessert or salad plates are $24 the dozen. Tea cups and saucers are $32 the dozen. Express collect from Plummer, Ltd., 734 Fifth Ave., New York 19, N.Y.



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A Beautiful JEWEL Electric COLOR CHANGE FOUNTAIN

You will enjoy it all year—inside in winter, outside in spring and summer. Nothing adds such charm to home, garden or pool as a Jewel Electric Color Change Fountain. Cascades of sparkling water are illuminated from below by light beams of constantly changing colors. No water connections needed. Just plug into nearest electric outlet.



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- A new clamp-type pipe rack holds pipe firmly in an upright position, eliminates spilling messy ashes.
- Adjustable both for bowl size and proper drying angle.
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$1. Post Paid

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- FINEST IMPORTED CUCKOO CLOCK
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- LIFE-LIKE BIRD CUCKOOS EXACT TIME HOURLY
- SIZE 22½" x 14" — DOUBLE WEIGHT-WINDING CHAIN

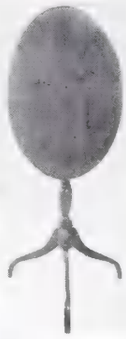
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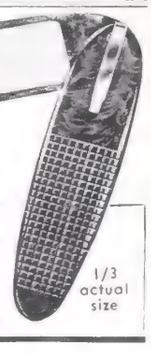
This beautifully grained, graceful table stands 28" high with the top down ▪ ▪ The curved feet are dovetailed into the hand turned spindle supporting the 15" x 22" oval top ▪ ▪ Stained a warm brown, the finish is hand rubbed to a mellow luster ▪ ▪ Fine for a small lamp, occasional, or night table or even use it as a decorative piece with the top up as shown.

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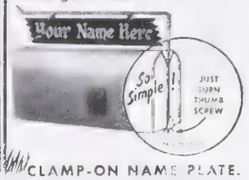
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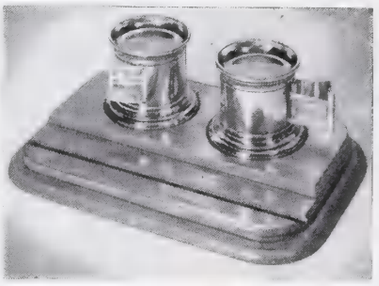
Window



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**(We are listed in Dun & Bradstreet, Inc.)*

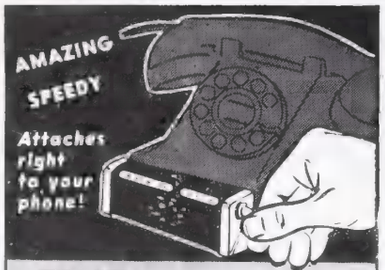
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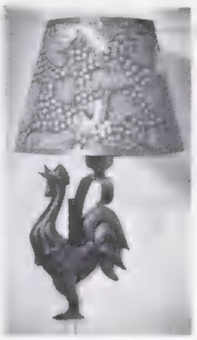
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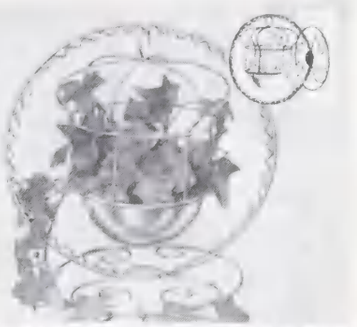
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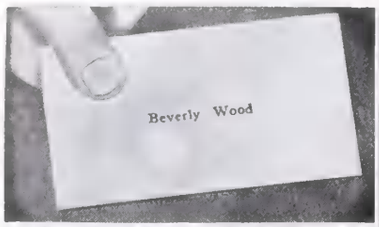
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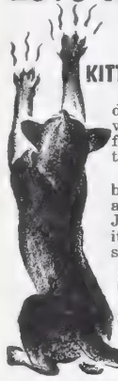
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Diamond Loan and Finance Assn.
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Cats Love to CLAW Furniture

KITTY CHAPERONE STOPS THEM



Cats are independent and seldom do as they are told, specially when it comes to keeping off the furniture, sharpening claws on the legs or tearing upholstery.

Kitty Chaperone keeps cats off beds and furniture—away from anything you want to protect. Just shake it on—you can't smell it; cats avoid it! Harmless. Big shaker package **$1.**

SEND NO MONEY!—Order your **Kitty Chaperone** C.O.D. $1, plus postage (or send $1 bill at our risk and we pay postage).

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Protects chairs, sofas, rugs, anything you don't want your dog to use. Just shake on some **Powder Chaperone.** You can't smell it; dogs avoid it! Safe and easy way to train—stop puppy damage. **Powder Chaperone,** Shaker Package $1.



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Bathroom Sign



Hang this sign on your bathroom door, and many an embarrassing intrusion will be avoided. Set the metal hand on the appropriate space (All Clear; Washin' My Feet; Takin' a Nap, etc.) and relax in the knowledge that fair warning has been given. Made of wood, with metal hand, and hanger. (Size 8" × 7½"). **$1.00** (Gift-boxed), postpaid (No CODs please).



Send for free catalog of Smart Bar Accessories →

the GAME ROOM
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A GIFT *every youngster will love!*

THE ORIGINAL PERSONALIZED

"Foodini" Foldaway T. V. Chair

ONLY **$2.98** Postpaid

- Your child's name on back rest.
- Famous Foodini characters printed on back rest.
- Tested to hold 150 lbs. for children 2 to 12.
- Sturdy construction of Oak and green canvas.
- Used for T.V. rumpus room, lawn, beach, etc.

Mother—save wear and tear on your furniture. Order Xmas gift chairs now! Immediate delivery upon receipt of Money or Check.

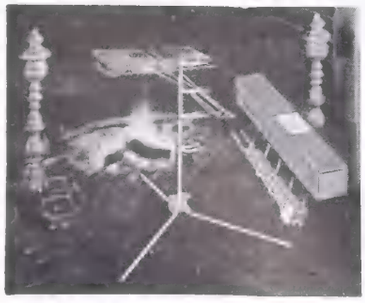
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Add 30c cost if west of Mississippi.

Send to **"FOODINI"** Dept. H1,

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Here's HOWE! *An innovation in* GRILL RACKS



Steadfastly holds your longhandled broiler over fireplace charcoal or wood fire . . to broil your meat to perfect taste . equally efficient for outdoor barbecues . . has punched handle . . folds neatly into carton for convenient storage . . 4 place stations permit adjustment for heat control . . sturdy steel . . 18" high.

PRICE FOR RACK **$4.25** POSTPAID

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Send for booklet of other original gifts!

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Window



PICK THE BUCKET that looks like an old New England firkin, yet is actually a grand ice tub that holds more than a tray of ice in its aluminum liner and keeps it intact for several hours. Made of pine in a walnut or maple finish, it doubles handsomely as a holder for russet chrysanthemums or Christmas pine boughs. About 8" high, it's $6.95 postpaid. Renard, 545 Fifth Ave., New York 17, N. Y.



COACH PRINTS. When the Christmas ornaments have come down, and that merry tree no longer brightens the living room, it seems as if the house needs a decorative lift. And here are the prints that will do it! Shown are a pair from a set of four old coach prints, beautifully hand-colored and framed in mahogany or maple. 13" x 16", $7.50 plus 50¢ post. Lexington Art, 960 Lexington Ave., New York 21.

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Make delicious, rich, creamy, old-fashioned ice cream at home in 15 minutes. Freezes up to 4 quarts of cream. Operates on AC current like any home appliance. Just plug it in! Built for lifetime, trouble-free service. Money-back guaranteed.

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WOODEN SHOES

The Real Thing

Carved out of solid Poplar logs, smoothly finished for wearing. Unique as wall or table decoration — popular as plant holders.

Sizes 7-13 Children's	$1.85 pr.
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Sizes 4-9 Ladies'- Men's	$2.85 pr.
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Hand decorated with windmill design, as shown, 75c per pr. additional. Hand decorated and lacquered, $1.50 per pr. extra.

Mailed Postage-paid Anywhere in U. S. A.

When ordering give one size larger than your regular shoe size.

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- A new type outdoor dispose-all unit safely and quickly burns garbage and trash in any weather. All refuse, damp, green or dry is fully consumed. Scientific draft design completely eliminates fire hazard of flying ash, sparks, burning, blowing bits of paper. Intense combustion removes neighbor-annoying nuisance of flying scraps, smoke, smell. Sturdily built to last for years. Nothing to get out of order. Needs no watching. Will not blow over. Will not destroy grass or shrubs. Ends refuse hauling and fire hazards to quickly pay for itself. Measures 23" square at base by 40" high. Weighs 23 lbs. Over 2 bu. capacity. Recommended by Bureaus of Fire Prevention. **Full price now only $12.95 freight prepaid anywhere in the U.S.A.** Money back guarantee. Send check, cash, or money order to:

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Shopping



. CHRISTMAS APRON. to ut you in the holiday spirit. is retty protection when you're imming the tree, basting the urkey, whipping up canapés for uletide droppers-in. Handmade f Holly green or Poinsettia red affeta, it is decorated with a fes- ve cluster of pine cones and ngle bells. $3.50 postpaid. No o.d.'s. You can order it from nitta, 713 Knollwood Terrace, . O. Box 473, Westfield. N. J.



THE ART OF WRAPPING IFTS," by Drucella Lowrie is book you won't want to let out your sight during the festive ys ahead. Over 130 illustra- ons show 70 processes and ideas ith 80 photographed packages d gift suggestions for special casions. It even tells you how dramatize such gifts as money, agazine subscriptions, etc. $2.12 d. Thomas Y. Crowell Co., 432 urth Ave., New York 16.



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Xmas Trees From Sweden Trimmed With 9 Candles

Make for a merrier Christmas . . . these hand painted imported Christmas trees will enhance the beauty of your home and will add a crowning touch of glory to your Christmas dinner. Made with gilded candle holders that are precision built to hold candles firmly. Very sturdy—will not tip. This tree can be used year after year and will remain fresh and green looking.

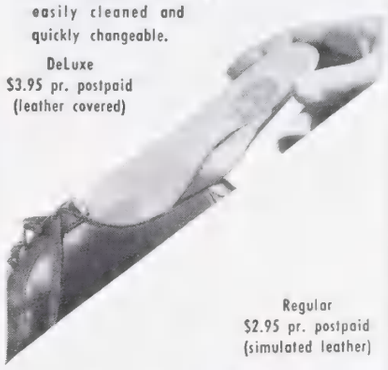
Only $2.00 postpaid | Tree measures 17" high
Price includes candles | No C.O.D.'s, please

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Wonder Walkers put spring in your step, end foot fatigue. Molded to natural foot contours from foam rubber. Designed by doctors to give healthful support. Wonder Walkers are easily cleaned and quickly changeable.

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$3.95 pr. postpaid
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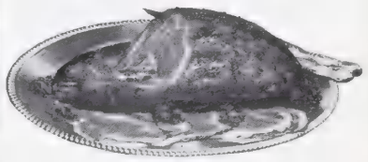
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AMBER BRAND Genuine
SMITHFIELD HAMS
Baked in Wine, Ready to Serve

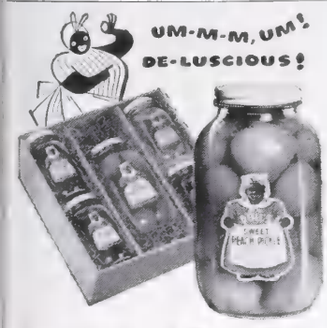


$1.95 lb. PREPAID (50c Extra Per Ham West of Miss. River)

Ideal for family, friends, business associates, service men (Smithfield ham needs no refrigeration).

For hundreds of years SMITHFIELD HAMS have reigned supreme over the tables of meat-lovers. These choice "native" porkers are peanut-fed to attain an unusual natural deliciousness. They're slowly smoked over hickory, apple and oak woods . . . they're aged like vintage wine for a year or more. Tender, tasty, smoked till smacking good! Send check or money order. 7 to 12 lb. weights. State wt. desired; we'll refund or bill you for difference.

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nd lots of other mighty good things to eat! pared in a spotless modern kitchen—hand- eled, hand-made, hand-packed. Not cheaper ust better, that's all!
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Enhanced By These Monogrammed Initials in 18kt. Gold



Xmas Card
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These stunning 18kt. gold plated monogrammed initials mounted on an attractive greeting card becomes a smart accessory that easily click on or off a hat, scarf, bag or blouse.
Your choice of two styles as shown in 2 or 3 initials.

$1.00 per set
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NEPTUNE GIFT SHOP
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Wildwood, New Jersey

***Easy as A B C*— JUST SNIP N' STITCH!**



Breathtakingly beautiful doll's dresses, made of luxurious satins and taffetas, exquisitely styled in gorgeous colors. And . . . BEST OF ALL . . . your little girl will tingle with excitement because she herself can make dolly's dresses by following the easy instructions. Each set contains patterned material for 3 complete doll dresses, each different, to fit dolls 10" to 18" high. A wonderful XMAS GIFT!

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The SCHAFFER GIFT HOUSE
Springfield • New Jersey

WHAT! NO ASH TRAYS AROUND?

How many times have you looked for an ash tray and found none. Worry no more . . . Reach in your purse for your own

MINI-BUTLER

Open the lid and save the day . . . Holds ashes and butts of three cigarettes . . . Cover snaps shut . . . Dust tight . . . Gold color metal in gift box $1.00 each. Tax free. Post Paid. No C.O.D.'s please.

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32" high, 30" wide, 16" deep.
Made from select kiln-dried poplar.
Sanded ready for finishing—**$12.90**
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Amazingly Different Natural Looking

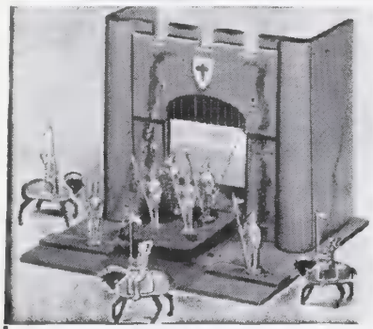
COCKER SPANIEL ALL-PURPOSE LAMP

A brand new note in table lamp charm and decorative appeal. Life-like Cocker Spaniel pup has big, soul-stirring, sorrowful eyes and is flocked to resemble the natural, furry hide of a real dog.

A truly artistic all-purpose lamp to enhance the living room, den, bedroom, nursery, etc. Colors; Russet—blonde—black. Height 16", equipped with parchment shade depicting various breeds of dogs. Price—$4.95 each, postpaid

You will want a pair of them.

ANBRO COMPANY
P.O. Box 54 Chicago 90, Ill.

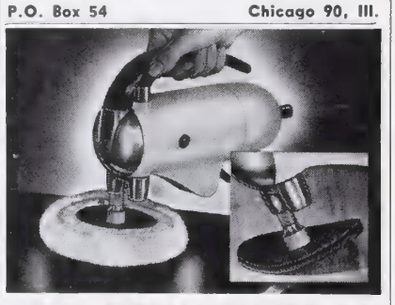


BRITISH KNIGHTS & CASTLE ENTRANCE

A set for collectors of all ages to treasure. The castle, a faithful reproduction, stands 8 inches tall on a 10x10 base. The knights, imported from Britain, are realistically made of metal. Include 3 mounted knights, resplendent in battle raiment and 6 standing figures with movable weapon arms. Sent postpaid. Castle, $3.95. Set of 9 knights, $2. Knights and castle, $5.95.

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USE ELECTRIC MIXER TO WAX, POLISH, SAND
with new slip-on TOOLZON

Save time, effort! Let your kitchen mixer wax furniture, floors, auto; polish silver, glass, brass; sand wood, metal, ceramics! Just slip on Toolzon (fits any mixer or money back). Zip—tedious work done! Includes lamb's wool buffer, sanding discs, and all attachments. Thousands in use! Postpaid.

TOOLZON for kitchen mixer or workshop drill **$3.00**
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SCENTED CANDLES TO MATCH YOUR PARTY MOOD!

From CHRISTMAS ROSE for Yuletide to ORANGE BLOSSOM for weddings, there's a fragrance for every gala occasion. Exquisite aromas; decorative new colors. Delicately tapered. Burn 7-8 hours.

SEND $2.00 for beautiful gift box of four 12" tapers. Order from fragrances, colors listed. Guaranteed.

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CARNATION	Turquoise	APPLE BLOSSOM	Quartz Pink
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2" CANDLETTES—Most popular way to enjoy your favorite scent at any time. Party favorite as a cigarette lighter.

SEND $1.00 for gift box of 4 (burning glass included). Above fragrances and colors.

Mailed ppd. Send check, M.O., No C.O.D. to **EDMONDS CANDLE CO., Box 474H Edmonds, Wash.**



As a Gift — For Yourself

SCANDIA *Costume* JEWELRY

Authentic centuries old Scandinavian designs faithfully crafted in U.S.A. From a thousand year old Viking burial vault came the original that inspired the exotic design of the left. Size 2 x 3¼ in., with 17½ in. chain with clasp. Handsomely finished in 24K Gold Plate. In velvet covered tray gift box, $4.95 postpaid, Fed. Tax Incl. Satisfaction guaranteed. Send check or money order. Sorry, no C.O.D's.

Illustrated folder showing other Scandinavian pieces, free.

CRAFT'S MFG. CO. Lunenburg, Massachusetts



Window



THAT RED NOSE that made Rudolph the pet of Santa's reindeer team is every bit as shiny this year as it was last. Now, his latest trick is tick-tocking back and forth on the front of this new Lux Pendulette clock, and because his rosy nose actually glows, the small ones will keep their eyes on the time! 4" x 7", $3.79 ppd., tax incl. Behr Gift Shop, 185 Newark Ave., Jersey City, N. J.



TELEVISION LAMP. While you're looking at Studio One or the Goldbergs, this is the lamp that gives just enough light to keep your bar-tending husband from barking his shins on the furniture, yet its subdued glow won't drown out the evening's entertainment. In maroon, chartreuse, or black pottery with an oriental dragon design, 10½" high. $5.95 ppd. Berkshire Hills Gifts, Box 33, North Adams, Mass.



NAXON Germitron
KEEPS ROOMS GERM FREE, ODOR FREE

Clear the air of cooking odors, smoke, mustiness; and blitz the bacteria that fly, waiting to pounce, in stuffy rooms. The Naxon Germitron is an electronic device whose ultra-violet rays kill germs, whose ozone kills odors. Fine for nursery, bathroom, living room. Attractive 6" x 2½" x 2¼" case hangs on wall.

GUARANTEED TO PLEASE Postpaid **$9.75**

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Hand-hammered, Hand-spun
ALUMINUM GIFTWARE
Magnificent styling — exceptional values



Exquisite — yet practical — gifts you'll love presenting . . . or enjoy seeing in your own home! Gracefully crafted by hand and polished to gleaming, enduring brilliance. Order from manufacturer and save.

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For The One Man in 10 Who Matches His Tie To His Suit



and for the other 9 who would like to:

Separate 30 to 50 ties for correct color and design selection at a glance. Keep ties tidy—unwrinkled—always in full view. Ti-Ride, the modern, new, miracle tie holder takes the "hunting" out of tie selection—lets you always see the tie that matches your suit. Designed by a man for a man. Beautifully made of rich mahogany plastic with gleaming, crystal clear, individual plastic hangers that slide freely on 15" chrome bar. Handsomely gift boxed. Money back guarantee. 30 tie capacity $3.50; 40 tie capacity $3.75; 50 tie capacity $4.00. For immediate shipment postpaid send check, cash or money order to:

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Dept. A-12, 1372 W. 111th St., Cleveland, Ohio

Shopping



"IT'S LATER THAN YOU THINK," is the warning to daydreamers engraved on these miniature sundials. Made of brass or copper, they're heavy enough to use as paperweights on your desk, decorative enough to glamorize your flower arrangements. 5" high. $7.75 each. Postpaid from John M. Caito, 668 New Castle St., Geneva, New York.



QUILTED BOOTIES. Slip into these, stretch out in front of the fire, and no matter how weary your feet from Christmas shopping, how frosty your toes from a snowy Sunday walk, you'll find them a "piggy bank" of warmth and comfort. In assorted designs on light grounds, the solid red, green, or blue cuffs may be worn up or down. Small, medium, or large, $2.95 ppd. Grenada, 18 E. 41st St., New York.





MALLARDS among cattails sport across the best looking magazine rack that ever stood beside a man's favorite chair.

It is made of mahogany or walnut, is designed like a giant book, and the copper front is hand-wrought with Mallards, one of the most beautifully colored of the duck family.

Costs just $17.50 prepaid
Catalogue on request.

Henry W. Longfellow
STUDIO
WESTON 93, MASS.



ONYX BASED SHIMMERING SHOWERS
with Genuine Cut Crystal Prisms

Elegantly styled and crafted, these electrified shower lamps lend charm and enchantment to any room. Each lamp is magnificent, displaying **27 imported cut-crystal, 2-piece prisms** cascading over a 3½" square of genuine onyx mounted on a heavy goldplated, openwork metal base. Ideal for credenza, console table, etc., they epitomize gracious living. Complete with bulbs. Overall height 17".

A truly superlative value!

$22.50 the pair, postpaid.

MARK STIER Dept. B-3
277 E. Fordham Road, New York 58, N. Y.



Geraniums that last . . . and last . . . and last . . . FOREVER!

And you'll look long and hard before you discover why. These waxed Gay Deceivers glow with such sparkling beauty, such genuine warmth and natural color, even the flower fanatic will have to look more than twice to be convinced.

Here's a delightfully different way to set off your kitchen window-sill. Here's the bright, fresh touch to give any dark corner a personality all its own.

3 beautiful blossoms with green foliage in a 4½" white pot. White, red or pink flowers.

Mail Orders Promptly Filled Postpaid
Only $3.50 *each* • 3 *for* $10.00
We will be happy to send you our 1951 CATALOGUE *of other Gay Deceiver waxed flowers and plants at your request.*

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FORST
"Delicacy of the Season" Club



The GIFT That Says "MERRY CHRISTMAS" The Year 'Round

Your choice of four magnificent gifts from $32.50 to $87.50. For only $51.50, the lucky recipient receives: — At Christmas, an 8 to 10 lb. golden-brown Forst Smoked Turkey. At Easter, a tender tempting 10 to 12 lb. Catskill Mountain Smoked Ham. In July, six half-pound cans — 2 ea. of vacuum-packed Sliced Smoked Turkey, zesty Smoked Turkey Pate, multi-useful Handi-Cut Smoked Turkey. Finally, Fall brings a generous 4 lb. package of spicy smoked pork sausage and a whole 8 to 10 lb. side of luscious Catskill Mountain Bacon. The $32.50 membership includes Christmas Turkey. In March — a Forst Party Pak (salami and Braunschweiger (liverwurst)). July — one 8 oz. can, each of Sliced, Handi-Cut and Pate Smoked Turkey. Oct. — 4 lb. Ctn. Smoked Pork Sausage. Engraved Membership Certificate, and personalized greeting card accompanies each gift.

CHRISTMAS



EASTER



4TH OF JULY



AUTUMN



Deluxe Delicacy Membership — $73.50, extra-bountiful Super Deluxe Membership — $87.50. Write for details.

THE FORSTS Route 223, Kingston, N. Y.

I am attaching herewith my Gift List and check for $.....to cover.....memberships in your "Delicacy of the Season" Club, at $51.50 per membership. .....Memberships at $32.50, as described above.

☐ Send information regarding the Deluxe and Super Deluxe Memberships.

Your Name.....
Address.....
City.....*State*.....

Bank Reference: State of N.Y. Nat'l Bank, Kingston, N.Y.



FORST CATSKILL MOUNTAIN *Smoked* DELICACIES

All the year 'round, Forst products are delighting lovers of fine foods. But at Christmas, these delicious, taste-tempting delicacies are now traditional. Festively in place for every Yuletide get-together . . . Forst Smoked Turkey Delicacies are the answer to both your gift problems — and your own holiday menu planning.

Forst Catskill Mountain Smoked Turkey

This magnificently brown and juicy Smoked Turkey will be the "guest of honor" in any home. Choice young full-breasted birds are cured in rare zesty spices and aromatic herbs, then slowly smoked over fragrant applewood embers. Whole smoked turkeys from 8 to 20 lbs., net wt. Price $1.65 per pound. All ready to slice and serve. Truly a sumptuous Gift.

Forst Catskill Mountain Smoked Ham

Tender and toothsome, selected, finest corn-fed Western hogs — each ham sugar-cured and smoked Southern style over fragrant, glowing hickory embers. Net wt. from 10 to 16 lbs. Price $1.40 per pound. Ready to serve. An "out of this world" treat.

Forst Vacuum-packed Smoked Turkey Delicacies

As a gift or for your own holiday cocktail parties . . . buffet suppers. Sliced Smoked Turkey, Handi-Cut and a Pate. Vacuum-packed, ready to serve and will keep without refrigeration until opened. 3 popular assts.: four ½ lb. cans ea. (12) of Pate, Handi-Cut, Sliced — only $16.00; 2 ea. (6) $8.50; 1 ea. (3) $4.75.

For Your Very Special "Gifting"

Read at left about the exclusive "Delicacy of the Season" Club . . . a year-'round reminder of your thoughtfulness!

Give smoked delicacies from the Forst Catskill Mountain Smokehouse and do your Christmas shopping in your easy chair. Just one list . . . one check and your gift problems are delightfully solved. All orders festively packed and shipped delivery charges prepaid anywhere in Cont. U. S. Slight charge outside U. S. A. Supplies are limited. Order Today!

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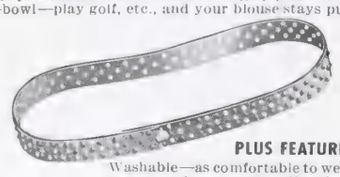


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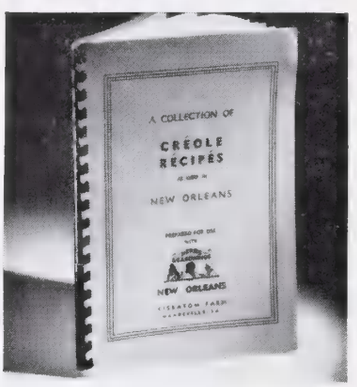
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ROMANTIC JEWELRY t wear when you're in the moo for a bunch of violets rather tha a corsage of orchids, when you' rather waltz than rhumba, rathe dream than do—is handmade i Italy. Gold plate on sterling sil ver, the filigree bracelet is $3. Th Italian miniature, framed in filigree oval, is $5. Prices includ tax and postage. Charles Curi Art Shoppe, 80-25 Broadway Elmhurst, N. Y.



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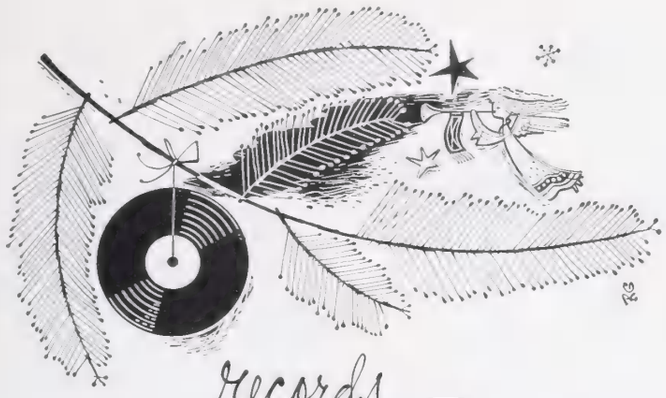
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records for CHRISTMAS

by Richard Williams

To give you a reasonably useful guide through the melodious heap of new recordings, I have set up categories—somewhat arbitrary ones—which sort the musical preferences of your friends. Give them records of the kind of music in which they are most interested. But before you buy any records as gifts, you had better find out whether the recipient has a turntable for the new 45 records or for the 33⅓ long-playing records (or, as is true in many instruments, for both), or whether he still sticks with the old 78. Most lovers of serious music have given up 78 rpm records, and quite understandably so, since the new speed recordings have a truer and richer sound. [Letter after each recording indicates: (C) Columbia, (V) Victor.]

Lovers of symphony

This is the safest category, for the symphonic repertoire is the one that has the widest audience.

Tchaikovsky: "*Pathétique*" *Symphony*, Vienna Philharmonic Orchestra, Herbert Von Karajan, conductor (C). An exceptionally interesting performance by the new Viennese conductor of whom the musical world is talking.

Beethoven: *Symphony No. 5*, Philharmonic Symphony Orchestra of New York, Bruno Walter, conductor (C). The most popular symphony.

Franck: *Symphony in D Minor*, San Francisco Symphony Orchestra, Pierre Monteux, conductor (V). Also one of the most popular.

Beethoven: *Symphony No. 7*, Boston Symphony Orchestra, Charles Munch, conductor (V).

Tchaikovsky: *Manfred*, NBC Symphony Orchestra, Arturo Toscanini, conductor (V). A little-known symphonic poem; to me, one of Tchaikovsky's most beautiful compositions.

Beethoven: "*Eroica*" Symphony, NBC Symphony Orchestra, Arturo Toscanini, conductor (V). A superb and thrilling performance.

People who have only recently become friends with music

You may have a friend who has recently become curious about "good music," but is as yet somewhat hesitant about tackling an entire symphony or a long piano concerto. Such a one may welcome one of the albums which present excerpts from symphonies or concertos. These are really albums of quotations; as an introduction to music, as a means of arousing curiosity, they serve a good purpose. The new albums are *Symphony in Brief*, Charles O'Connell conducting the Columbia Symphony Orchestra; and a series by Victor, *The Heart of the Ballet*, Stokowski conducting; *The Heart of the Piano Concerto* with Arthur Fiedler and J. M. Sanroma; and *The Heart of the Violin Concerto* with Erich Leinsdorf and Mischa Mischakoff.

Lovers of piano music

Beethoven: *Concerto No. 1*, Walter Gieseking, piano, with an anonymous orchestra (C). The great German pianist.

Beethoven: *Concerto No. 3*,

(*Continued on next page*)



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Be your own decorator! Combine solid color ensemble pieces with stripes . . . mix reds, blues, browns or greens! There are 24 different combinations you can "cook-up" with these beautiful, washable, denim bedroom pieces .... superbly tailored and styled by Mayflower of N. Y. Color and material samples free on request.

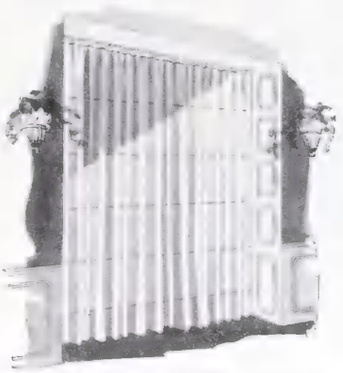
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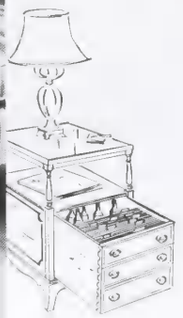
Family or party meals, storage and entertaining are all problems in "small-space" homes. Brandt helps you solve your space problem with versatile tables like these. Then, too, their delicate detailing and lustrous hand-rubbed finishes add charm and beauty to your home. You'll find them in fine stores everywhere at sensible prices.



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RECORDS FOR CHRISTMAS

CONTINUED FROM PRECEDING PAGE

Claudio Arrau, piano, The Philadelphia Orchestra, Eugene Ormandy, conductor (C). Exceptionally good, both soloist and orchestra.

Great Masters of the Keyboard: Debussy, Grieg, Richard Strauss, De Falla, Paderewski, Saint-Saëns, de Pachmann, and others (C). A transfer of old piano rolls to records. A historical curiosity.

Khatchaturian: *Concerto,* Oscar Levant, piano, New York Philharmonic-Symphony Orchestra, Dimitri Mitropoulos, conductor (C).

Gershwin: *Rhapsody in Blue,* Amparo and Jose Iturbi, duo-pianists, RCA Victor Symphony Orchestra, Jose Iturbi, conductor (V). A two-piano version, vivid and exciting.

Bach: *The Well-Tempered Clavier* (Volume 2), Wanda Landowska, harpsichord (V). A superb album.

Beethoven: *Concerto No. 4,* Artur Rubinstein, piano, royal Philharmonic Orchestra, Sir Thomas Beecham, conductor (V). Rubinstein's finest new recording. Anybody should respond to this music.

Brahms: *Variations on a Theme by Haydn,* Arthur Whittemore and Jack Lowe, duo-pianists (V).

Lovers of violin music

Bach: *Sonata No. 5 for Violin Unaccompanied,* Joseph Szigeti, violin.

Bach: *Concerto No. 1,* Joseph Szigeti, violin, orchestra of the New Friends of Music, Fritz Stiedry, conductor (C).

Mendelssohn: *Concerto in E Minor,* Jascha Heifetz, violin, Royal Philharmonic Orchestra, Sir Thomas Beecham, conductor (V).

Violin Favorites: Nathan Milstein, Victor, RCA Victor Orchestra, Arthur Fiedler, conductor (V). A good popular album.

Lovers of singing (not opera)

Bach: *Motets and Chorales,* Schola Cantorum, Hugh Ross, director (C).

Ravel: *Scheherazade,* Jennie Tourel, mezzo-soprano, Columbia Symphony Orchestra, Leonard Bernstein, conductor.

Moussorgsky: *Songs and Dances of Death* (C). An unhackneyed work, most enjoyable.

Schubert: *Songs for Male Chorus,* RCA Victor Chorale of Men's Voices, Robert Shaw, conductor.

Lovers of opera

Ljuba Welitch in Two Scene from *Don Giovanni* (C). The sensational star of the Met.

Great Baritone Arias from Italian Operas: Frank Guarrera, Faust Cleva, conductor (C). A young American, an excellent artist.

Among the recordings of complete operas Puccini's *Gianni Schicchi,* a one-act humorous opera which is truly humorous; Puccini's *Il Tabarro* ("The Cloak"), a one-act shocker of lesser worth but nonetheless interesting; and a remarkably good recording of Verdi's masterpiece, *Falstaff,* an opera especially adapted for home listening because it must be heard often to disclose all its charm. (All these are Cetra importations.) Columbia has imported a complete *Tales of Hoffman,* recorded by the Paris Opera-Comique, and Victor has made domestically a complete *Rigoletto* with an excellent cast. Strange that so popular an opera should have been so long unavailable. Here it is, and it makes as generous a Christmas gift as an opera lover would want.

For balletomanes

Chopin: *Les Sylphides,* Philharmonic-Symphony Orchestra of New York, Efrem Kurtz, conductor (C).

Heart of the Ballet, Leopold Stokowski and his Symphony Orchestra (V).

Ballet Music from Giselle, Royal Opera Orchestra, Covent Garden, Robert Irving, conductor (V).

Chamber music enthusiasts

Schubert: *A Major Quintet* Piano and Budapest String Quartet (C). This is called the "Trout" Quartet, as Schubert here uses the melody from his song "The Trout." It is a delightful work.

Beethoven: *Quartet No. 16 in F and No. 5 in A.* The Paganini

(*Continued on page* 199)



It's Worth MENTIONING

by Julie Polshek

This able, room-capacity Fresh'nd Aire humidifier is worthy of hire ıst for the air-washing and filter-ıg service it also renders. It keeps ɔom air continually on the move ırough a filter-surrounded "water-ıll" and sends it back out mois-ɔned, washed, and filtered. One lling of its 1½-gallon reservoir ervices the room all day. 30-watt, C. $39.95. Taylor Humidistat recommended auxiliary). $6. Iammacher Schlemmer, New York.





This good-looking chromed steel Lazy-Daisy Carry-All is truly a gem. Strong enough to tote 200 pounds; so sure-footed and smooth-riding that sills and such don't faze it. Capacious bin is a boon both for kitchen chores and to ply table service, food, drinks, etc., to and from other rooms. Its laminated plastic tray serves also as a work surface or a down-under shelf. 31" x 30" x 24". $59.95. Lazy Daisy Co., Michigan City, Ind.

ou'll be as intrigued as the children by the changing panorama ıat the color wheel of this Burpee hristmas Tree Spotlighter creates. ach one-minute revolution alter-ately beams red, green, blue, yel-ɔw, and white light. The heat of ıe enclosed bulb (a standard 150-att sealed-beam projection spot ulb) turns it. Feather-weight, mple device is fireproof. $3.95 less bulb), Jennifer House, Great arrington, Mass.



PHOTOGRAPHS BY FRED LERNER



The suspended spit of this Hughes Oven Barbecue delivers fowl or roast unshrunken, golden-brown all over, juicy and rich-flavored. Just heed its roasting chart, start it in a cold oven and forego peeking. Spit supports fold away when you use rack's sides to hang ka-bobs, or set the rack bottom-side up in its pan for broiling stints. Fine quality. 18" x 14" x 8½" high. $6.95. LanKo, 5313 S. Van Nuys Blvd., Los Angeles 62, Calif.

(*Continued on page* 106)





What gift so bounteous... what thrill so memorable ...with Santa leading the world's greatest entertainment into your living room to stay? It's all yours in the new G-E Black-Daylite Television, big-as-life, real-as-life! Beauty, bigness, performance—built to eclipse your fondest dreams. Wonderful new 17" G-E rectangular "black" tube shows all the TV camera sees. So sharp, so clear and so steady you're "right on the scene." G-E Automatic Sound. Just tune the picture—the sound is right every time. 12" G-E Dynapower speaker. G-E electronic tubes. G-E built-in antenna. Enduringly beautiful, hand-rubbed cabinet of genuine mahogany or choice blond veneers. On swivel casters for easy turning. Model 17C101. For the best Christmas ever, see your General Electric dealer.

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(served chilled with lemon peel)

RENFIELD IMPORTERS LTD., NEW YORK



Pantry Shelf News

by Julie Polshek

THE holiday season wouldn't be complete without plum pudding. (Perennially, we wonder why this delicious dessert is forced, by tradition or whatever, to hibernate the rest of the year.) But, as you perhaps surmise, I place the subject on the aggenda because I want to propose a very special candidate.

It's a product of Guernsey House, whose fine Rum Bites and fruit cakes you may know. The rich, deliciously flavored pudding is bountifully fortified with fine-quality suet, an important asset to any plum pudding. The old English recipe from which it's made has been a proud possession of the maker's family for generations. Starting with a superior recipe is, of course, all important, as is the skill with which it's carried through. But, in addition, the fastidious attention Guernsey House gives to the quality of each ingredient and to every detail that contributes to the pudding's homemade flavor and all-round perfection matters greatly, too. For instance, making it in very small batches and hand-picking the raisins, if you please. As Miss Mauger puts it, "We make each pudding just as we would if we were going to serve it on our own table."

It was my receipt of one of the puddings as a Christmas gift last year that brought it to my attention. When I recently called in one from this year's batch to refresh my memory before passing the good word along, it seemed to ha a subtle sort of sparkle over ar above its delectable forerunne that made the flavor of the ingr dients sing out without detracti from the superb blending. Tl difference, I discovered on maki inquiry, was the addition of flav sharpening, caramelized-sugar co centrate, Zest Morestin, about whi I told you a while ago.

The packaging of the delectab pudding is noteworthy also, shou its gift angle be pertinent. The on pound pudding rests in a gay, ove proof bowl, tied over wi cheesecloth for easy heating. A aluminum foil doily goes over th then pleated cellophane, sparkli ribbon and a cherry cluster, a finally, a silvery box. It costs $2.4 from Charles & Co., 340 Madis Ave., New York, N. Y.

Before a Smokehouse Ham actu ly arrived at my doorstep, I h received plenty of advance noti from a long list of "rave quotes which preceded it, that this was ordinary vintage of ham. T sampling that followed its arriv proved to the delighted palates all concerned that this ham truly in a class by itself.

Though I was prepared for exceptional goodness, I didn't re ize how really different it is fr other hams. You have to do yo own sampling to understand. rare treat is in store for you. T meat is a dark red. Though it's the salty side, it's infinitely mo

ellow in flavor than the usual am, yet, paradoxically, more ungent—if that makes sense. Many people compare it to prociutto; one of my sampling squad aid it tasted like turkey. See what mean? But what really matters s that it is as delectable as it is ifferent. The meat is moist as an be, fine textured, and so tender ou can cut it with a fork. It's so ich that even a he-man appetite an't take this meat in its stride s one would other ham.

Matter of fact, it's not meant be served or eaten in main-ourse-size portions. This is ham to lice paper-thin and serve in small ortions, whether you use it as a ocktail snack (terrific on tiny uttered biscuits), broiled in cream ravy for Sunday-night supper, ghtly fried to accompany eggs, r however you use it. Grind loose r unsliceable tidbits and put them ito a closed glass jar for omelets, asseroles, etc. The ham stays esh and moist for weeks in the efrigerator—and so delicious!

A nutshell summary of how the am is cooked and cured will help ou understand why it's so differ-nt. And it's interesting to know omething about the background f unusual foods. The Old-South am is prepared by a recipe that as been in the maker's family nce 1730—that's as far back as e's traced it, and it is famed all rough the region. The curing is one in the same back-yard smoke-ouse that has been in service nce the Civil War. The cooking almost a ritual, painstakingly tended every step of the way. fter that, it's slowly baked in a ick coat of yeast dough. But hat contributes most of its dis-nctive flavor and texture is, first all, that no sugar, molasses, ices, or other flavoring are used ther in the cooking or the curing. st the natural goodness of the eat itself. And second, the baked ams are placed in underground ts and left there for two years. hat's almost the most important the many factors that make it indescribably wonderful.

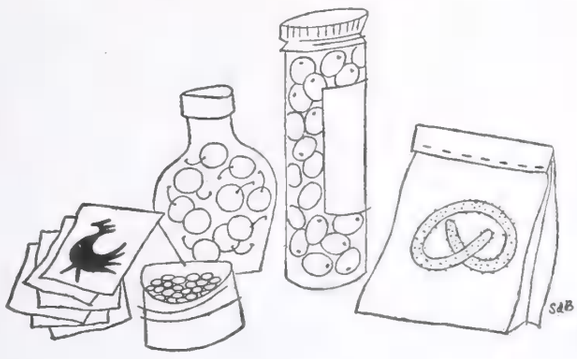
These cooked, ready-to-serve hams average about 8 pounds each. The cost is $2 per pound unboned and $2.25 boned (plus postage). The extra cost of the boned ham is more than worth while in my estimation, especially for a buffet party. It's far easier to cope with, and there's almost no waste in the slicing. From Mary Watkins McLaughlin, Halifax, Virginia.

Last Christmas, lucky me, I found under the Christmas tree a basket of the most luscious grapefruit I've ever eaten—all juice, meat almost as dark as rubies, and sweet enough to eat without sugar. Grapefruit of such special excellence should be talked about, said I to myself, and promptly took steps to get all the necessary details.

They hail from the Rio Grande Valley in Texas, an irrigated oasis where they say a shoestring would grow if you planted it. There's quite a history about how a grower from that area bought some pink-grapefruit trees in Florida, one of which yielded a red-meat grapefruit. It took quite some doing to discover which tree limb produced it, but eventually he ran the matter down, did some grafting, and now all who will can partake of the luscious meat of these ruby-blush grapefruits. They're little known beyond the borders of Texas, but I hope that will soon be rectified. They're too good to keep within such close bounds.

They're not supersize, but it seems they keep them average-size deliberately so the skin of the fruit won't get thick. The big story about them is their delicious flavor, natural sweetness, and the important fact that every grapefruit in every shipment is ruby-blush. Not a white or pink among them.

The grapefruit costs $7.50 for a case of 24, including express charges. They're also available gift-packed in a lovely Mexican basket, containing approximately 20 grapefruit, and festively decked with Christmas decorations for $9.25, (no c.o.d.'s). Simon David, 4311 Oak Lawn Ave., Dallas, Texas.



For Marvelous Martinis!



"It's great when you drink it straight"

(served chilled with lemon peel)

RENFIELD IMPORTERS LTD., NEW YORK



EVEN SANTA WILL STOP TO PLAY

. . . No one can resist the fun and excitement of this new, playroom size, really professional pocket billiard table. Here's fun for the whole family—this year's gift of gifts for the home where "good companions" gather! Sturdily custom-built to exacting Brunswick standards. Can be folded and stored in small space. See it today! . . . then be sure Santa knows you want it!



5 ft. and 6 ft. sizes—from $99.50 to $159.50. Available at better stores or write us for name of your nearest dealer.

World's champion Willie Mosconi says "For the first time here in small size is a professional table for the home."

Brunswick

THE BRUNSWICK-BALKE-COLLENDER COMPANY • CHICAGO 5, ILLINOIS

IT'S WORTH MENTIONING

CONTINUED FROM PAGE 103



You'll look far to find the equ of this silver chest at anywhe near its price. The alligator-gra genuine leather top and the han rubbed solid walnut of which t chest itself is made, are a han some team that merits open d play. Storage area accommodat full service for 12 and boasts wood rack for knives that you like. Tarnish-proof lining is bu gundy. $9.95, Ellison's, Ea Orange, N. J.

Anyone who has encountered these Glasbake Coffee "Hottles" in restaurants knows what a terrific serving innovation they are. No spilling en route, and they keep the beverage piping hot for up to a half hour. Their 10-ounce capacity and cool plastic grip also merit mention. Always park the filled Hottles in cups. That, and the cup-fitting flange, are pertinent to heat-holding. $1.98 pr., Hammacher Schlemmer's, New York, N. Y.



BARONET CHINA

The beautiful LORAINE pattern on BARONET CHINA

One of Europe's finest dinnerwares, produced by an old, established fine-china factory in Bavaria.

Loraine is decorated with coin-gold and gray center motif and a gray band on the Princess shape. Large, 10½-inch dinner plates and footed, flared teacups and saucers.

5-piece place service only $11.50 (slightly higher in the far West)



Exclusive U.S. Representative

FISHER, BRUCE & COMPANY

One of America's Largest Open Stock Dinnerware Houses

221 Market Street, Philadelphia 6, Pa.
1107 Broadway, New York 10, N.Y.

Write for illustrated folders



It's folly to tempt fate and clutter the playing surface with drinks and ash trays when Card Partners stands ready to give them a safe, arm-reach deck of their own. The deep wells make sure drinks keep their equilibrium. An adjustable steel clamp holds the sturdy plastic buffet at any height the twosome served desire, on square or round table legs. Red, green, yellow, brown. 2 for $2.50, Marshall-Field's, Chicago, Ill.

he winsome saga of Rudolph the Reindeer is a cooky theme guar-nteed to delight the tots. These omar cutters relate it with four ppealing cooky forms—a wistful udolph, Santa's laden sled, an erflowing stocking, and a quiz-cal snowman. The plastic cutters eate deep-cut, detailed pictures. it for tree-hanging, touches of lored icing add no end of decora-ve charm. 70¢ a set, Artisan Gal-ries, Ft. Dodge, Iowa.



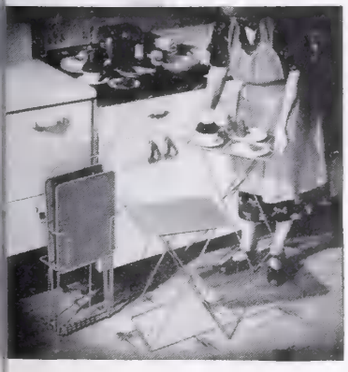


Clutter walks out and convenience steps in when Bathroom Library takes over. The compartmented recess of the trim steel cabinet keeps smoking gear and reading matter (plus toilet tissue) neatly and handily in tow. Its chromed frame and gray Hammertone finish of interior (17¼" x 12" x 4½") blends with any décor. Screw-on recess fits standard parallel studs. $19.95, The House of Hospitality, North Hollywood, California.

ou're prepared for any portering emergency when Portable Porter avels with you. Strap it on en ute, as needed, if you like. But vote for bags leaving home ady to roll any instant, come hat may. P.S. You can open and ow them in normal fashion. An sy pull of Portable Porter's cow-de handle sets bag on end and ghtly guides the blithe course of e rubber-wheeled skate. $4.95, ewis & Conger, New York, N. Y.

HI-TAPER LUGGAGE FROM AMERICAN LUGGAGE WORKS





No fooling, these steel Durham Handi-Tables virtually lock themselves open while you slide them out of their rack. The opened tables lift and carry as safely and easily as trays. So light, too. Perfect for toting individual spreads. Roomy 12" x 15" rimmed top (red, yellow, or green enamel; simulated walnut) is attached to the firm, bronzed stand. Rack with 4 tables, $9.95. Beamond Distributors, 133 Lexington Ave., New York, N. Y.

(*Continued on next page*)



"Card Partners" styled by MONOGRAM

A GREAT FAMILY GIFT IDEA!

Look! Set of 2 trays (*serves 4 players*) **in gift box** **$2.50 set** ($2.75 in the South & West)

Avoid card table clutter! Put your cards on the table . . . glasses, ash trays on Card Partners!

Bet on "Card Partners" to please most everybody! Handy little trays of long lasting, durable styrene with hold-fast chrome clamps . . . easy to adjust to any table leg, at any height! Beautiful little trays . . . in four choice, new House and Garden decorator colors: cherry, leaf, lemon peel, sandalwood. Expensive-looking yet costs so little. ORDER several sets today (for yourself, too!).

Featured at these fine stores . . . order in person, by telephone, or by mail!

Atlanta, Ga.	Rich's, Inc.
Battle Creek, Mich.	L. W. Robinson Co.
Boston, Mass.	Joseph Breck & Sons
Canton, Ohio	Halle Bros.
Chicago, Ill.	Marshall Field & Co.
	Mandel Brothers, Inc.
Cincinnati, Ohio	H. & S. Pogue Co.
Dallas, Texas	Titche-Goettinger Co.
Dayton, Ohio	Rike-Kumler Co.
Detroit, Mich.	Ernst Kern Co.
Elkhart, Ind.	Ziesel Brothers Co.
Flint, Mich.	Smith Bridgeman Co.
Ft. Wayne, Ind.	Wolf & Dessauer Co.
Indianapolis, Ind.	Wm. Block & Co.
Kansas City, Mo.	Emery-Bird-Thayer
	Jones Store Co.
Lansing, Mich.	J. W. Knapp Co.
Lexington, Ky.	Purcell's
Madison, Wis.	Harry S. Manchester, Inc.
	Wolff-Kubly-Hirsig
Memphis, Tenn.	J. Goldsmith & Sons Co.
Milwaukee, Wis.	Milwaukee Boston Store Co.
	Ed. Schuster & Co.
Montreal, Que.	Robert Simpson Co., Ltd.
	Henry Morgan & Co., Ltd.
Nashville, Tenn.	Castner-Knott D. G. Co.
Newark, N. J.	L. Bamberger & Co.
New York, N. Y.	Lord & Taylor
	James McCreery & Co.
	John Wanamaker
Oak Park, Ill.	The Walker Co.
Oshkosh, Wis.	Miles Kimball
Philadelphia, Pa.	John Wanamaker
	Strawbridge & Clothier
	Gimbel Brothers
	A. Pomerantz & Co.
Pittsburgh, Pa.	Gimbel Brothers
St. Louis, Mo.	Famous Barr Co.
St. Paul, Minn.	Schuneman's
San Francisco, Cal.	Macy's
	Schwabacher-Frey
	The Whitehouse
Seattle, Wash.	Frederick & Nelson
South Bend, Ind.	Robertson Bros.
Toledo, O.	Lamson Bros. Co.
	LaSalle & Koch
Toronto, Ontario	Robert Simpson Co., Ltd.
Waterbury, Vt.	Vermont Crossroads Store
Youngstown, Ohio	Strouss-Hirshberg's

If no store is near you—order direct from:

THE MONOGRAM GLASS CO., INC.

Greenleaf at Grey, Evanston, Illinois

The Christmas I'll always remember



Above: Home Model

Christmas has always been a happy time for me.

But I'll never, never forget *last* Christmas—because it brought a very special dream to life.

I came home late Christmas eve from shopping. The house was dark and quiet. I snapped on the light. There—fitting into the room as if it had been built for it—was a new Hammond Organ!

I approached it slowly, ran my fingers over the keys. Suddenly I found myself *playing*. And even *my* unpracticed fingers couldn't spoil the beauty of this music. All the voices of an orchestra were mine to command!

It was an amateur's performance, but it was the most beautiful music that I had ever created.

I must have played for at least an hour. Then I heard a familiar chuckle and I looked around. There were the plotters—my husband and Janey.

"Merry Christmas, Mother!" they chorused. "Are we ever proud of you!" Janey laughed.

"You've been *wanting* to play music like that long enough," John smiled at me. "How about teaching me to play the Hammond Organ, too?"

* * *

The Hammond Organ is the world's most widely-used organ in homes and churches. You can learn to play the Hammond Organ in less than a month. No installation needed. Never needs tuning†. Complete line of 2-manual-and-pedal Hammond Organs $1285* up, including tone equipment and bench. Convenient terms at most dealers.

PRICES START AT **$1285*** FOR THE SPINET MODEL

HAMMOND ORGAN

MUSIC'S MOST GLORIOUS VOICE

Hammond Instrument Company
4209 W. Diversey Ave., Chicago 39, Illinois

Without obligation, please send me information on the following Hammond Organ models:

☐ Spinet Model ☐ Church Model
☐ Home Model ☐ Concert Model

Name .....

Street .....

City ..... P.O. Zone..... State .....

© 1950, HAMMOND INSTRUMENT COMPANY 12



Spinet Model

Concert Model has 32-note AGO pedal keyboard and an additional †Pedal Solo Unit, tunable to preference by the organist.

*f. o. b. Chicago. Prices include Federal excise tax which is rebated to churches.

IT'S WORTH MENTIONING

CONTINUED FROM PRECEDING PAGE



"That's for me," chorused every man we polled on this Shirt Selector. It's a boon to travelers and stay-at-homers alike. The six compartments of the plastic-film bag keep shirts in the pink. What's more, they're visibly lined up for choosing and instant taking. A 3″ x 5″ pocket keeps cuff links and such at hand, too. The long, side-snapped flap guards shirts against dust in closet or automobile. $2. Lewis & Conger, New York, N. Y.

Cooking odors disappear into thin air when this Refresh-Air Ozonizer is at work. It dispels objectionable room odors, smoke, mustiness just as capably. The ozone charge, generated by means of an electric ionization tube (as do industrial units), emulates nature's way of clearing the air after a lightning storm. It's silent, needs no attention. Ivory or walnut. AC. $12.95, Idea Treasury, 149 Storer, New Rochelle, N.Y.





An easy push of its handle brings this Kay-Kay Clos-Line Hanger down from its ceiling perch when you need it. Between times, it folds flat to the ceiling, leaving the area clear for other uses. The brackets handle 10 to 14 lines and hold them taut. The sturdy, all-steel hanger adjusts to fit areas from 9′ to 14′ long. It's easy to install. $8.75 (without clothesline). The Rayl Co., 228 West Congress Street, Detroit, Michigan.

Too bad that only owners of Hamilton-Beach mixers (any vintage since 1933) can act on the welcome news that their coffee-grinder attachment is available for the first time since World War II. The proficient device holds a pound of beans; delivers them ground coarse, medium, or fine. Savor coffee brewed from ground-as-used beans and you'll never settle for anything else. $6.95. Mixer is $35.25. Carson's, Chicago, Ill.





The fringed edges and silky, fabric-like look and feel of these woven plastic (Saran) mats makes them a handsome eyeful. Ensembling them with matching chair-seat covers adds a mighty smart touch. So serviceable and carefree, too. White-striped coral-red or dark brown; solid brown, red, pearl gray, leaf green. Place and beverage mats, $1.75; upholstery square (18″x24″) $2. Studio House, Clinton Corners, N. Y.

Start your own Art Gallery of Christmas Cards

PHOTOGRAPH BY CAMERA ASSOCIATES



• A gallery of decorative Christmas cards is a permanent fixture in the apartment of Mrs. Arthur Semmler, New York. Each year Mrs. Semmler sends her friends one of Dorothy Simmons's madonnas. Each year she makes a point of saving one which she hangs with those of former years in simple black and gold-leaf frames to enjoy the year round.



• The cards shown left and below are from Dorothy Simmons's latest assortment which includes subjects other than madonnas, but all have a characteristic pastel-like quality of color and design. A card worth sending is worth framing.



• You can find a variety of cards of art-gallery caliber by artists known and unknown. A permanent collection of Grandma Moses, Lucille Corcos, or Currier & Ives would express the Christmas spirit and later look well in a favorite corner.

Boo! Hoo! ... but I wanted Amelia Earhart Luggage! *



Don't break her poor little heart. She's right. Amelia Earhart Luggage is the finest in the world and she wants to carry it. She will, proudly, for years and years and years—and you can be equally proud that you've given the very best that can be made!



26" Pullman
21" Overnight
Party Box

In woven twill, bound with thick top-grain cowhide. Also in fine leathers. (See the new mahogany shade!)

*If you want to know "why," send 10¢ for the gay new primer, "There *Is* A Difference." Address Amelia Earhart Luggage, Dept. HB-12, 408 Market St., Newark 5, N. J.



PHOTOGRAPH BY DEXTER WELLS



New Orleans, one of the most romantic of America's cities, is the place to go if you want to see some of the country's handsomest ironwork in its native habitat—and, of course, the famous streetcar.

How to leave home and like it

by Louisa M. Comstock

Dates and rates are changeable. Prospective tourists should confirm this information with their travel agents, transportation companies, or hotels

If you feel as deeply as most people about the iron lacework which gives the old buildings of New Orleans' French Quarter their characteristic air of perpetual elégance-come-what-may, begin your next visit there by looking up the "Iron-Ornamental" section in the Classified Telephone Directory. The manufacture of iron lacework, you will find, is very much alive in New Orleans today. And it is a proud business, in which the methods as well as the designs which wrought the lovely decorations of old New Orleans are being meticulously duplicated for the adornment of modern homes and gardens. The artistry of the Lorio Iron Works, for instance, has made it almost impossible to distinguish replaced parts from original in the gallery ironwork of the Pontalba apartments. This and other typical design motifs in the Lorio showroom are ready to be assembled into gates, fences, railings, grilles, pilasters, or made up into garden furniture to order. Hinderer's Iron Works, one of the oldest in the business, offers in addition a line it calls "Fragments of Old New Orleans," gift items like flower pot brackets, andirons, trivets, door knockers, estate signs, small but still authentic in design and exquisite workmanship.

Poinsettia isle

If you plan to leave home for Christmas, Bermuda is one place you can go with more than reasonable assurance you will like it. For, in many ways, Christmas in Bermuda is much like Christmas anywhere. The shops and street lights will be decorated in Hamilton and St. George; hotels will have special festivities between Christmas and New Year's, and there will be a lavish parade with floats. But, in other ways, Bermuda puts on a Christmas as Bermudian as her lavish display of brilliant poinsettias. One feature is the cassava pie on which you will doubtless dine on Christmas day, a native concoction of cassava root, vegetables, chicken, and pork. Another is that a Bermuda Christmas is a two-day feast, including the traditional English Boxing Day, originally a time for dispensing gifts to the help, but today in Bermuda given over to horse racing and enlivened by the Gombey dancers, whose brilliant robes, sewn with bits of ribbon and mirror, fill the streets with color. This Christmas, moreover, you can take advantage of the minimum $85 round trip air fare planned not only by Colonial and Pan American air lines from New York, Boston, and Washington, but by Aerovias Guest on its new flights from Miami. Between these and low early-season hotel rates, your travel agent should be able to hand you a very nice Christmas-in-Bermuda package indeed! (*Continued on page* 205)

Duratone PLAYING CARDS

THE **QUALITY GIFT** THAT THINKS OF EVERYONE!



THESE DISTINCTIVE DESIGNS ARE AVAILABLE ONLY IN

Duratone

The Original Plastic Coated Playing Cards

Crisp! Clear! Beautiful!—and longer lasting!
That's why Duratone Playing Cards in their
handsome suede cases, are preferred by millions.
Ask for them at better stores everywhere.

The Arrco Playing Card Co. · Chicago, Illinois

AT HOME WITH YOUR OTHER *Treasured Possessions*



Setting by Earline Brice

Rug shown is Needletuft's new sculptured velvet

Only original museum pieces can rival the old-fashioned beauty of the Needletuft heirloom bedspreads you choose for your finest eighteenth century and early American rooms. "Martha's Vineyard," for example, combines Cabin Crafts stitcheries unsurpassed for authenticity and charm: candlewick, punchwork, rippletuft, giant feathertuft. In mellowed heirloom white, it will remain lovely through the years, will need no ironing. Ask to see this and other Needletufts at finer stores everywhere. Or write to Cabin Crafts, Dalton, Georgia.



For the Needletuft Folio of Decorating Ideas, send 10c in coin or stamps to Cabin Crafts, Dept. G, Dalton, Georgia

CABIN CRAFTS'

Needletuft®

BEDSPREADS



FURS BY MAXIMILIAN — DRESS BY BONWIT TELLER

A. H. HEISEY & CO., DEPT. H-12, NEWARK, OHIO



What a Merry Christmas gift!

The beautiful GENERAL ELECTRIC COMBINATION SANDWICH GRILL AND WAFFLE IRON!



IT'LL BE a Merry Christmas indeed—if someone's thoughtful enough to give you the so-beautiful, so-convenient G-E Combination Sandwich Grill and Waffle Iron!

You toast delicious sandwiches . . . make tempting, golden waffles (simply by inserting the large interchangeable aluminum waffle grids) . . . even fry bacon and eggs—*all right at your table!*

With the stunning new G-E Combination Sandwich Grill and Waffle Iron, there's no fussing at the range, no dashing to and from the kitchen to serve dishes nice and hot!

Finished in sparkling, long-lasting chrome plate, equipped with cool plastic handles, the new Combination Sandwich Grill and Waffle Iron is so beautiful it will adorn your loveliest table-setting. And its graceful, streamlined design makes it so easy to clean, too!

Automatic, a turn of the Temperature Selector quickly gives you the right heat. A "tell-you-when" light goes off the second you have it. And for added convenience, you can wrap the wire cord around a special handle when the grill is not in use.

Automatic model (illustrated)—and the Standard model at **$16.95**—come complete with sandwich *and* waffle grids. Also a booklet with a new, taste-delighting recipe for every day in the month. You'll want to use them *all* on Christmas day! General Electric Company, Bridgeport 2, Connecticut.

See your G-E dealer. $21.95. *Prices subject to change without notice.*



For a wonderful *luncheon treat*, toast delicious sandwiches—*right at your table!*





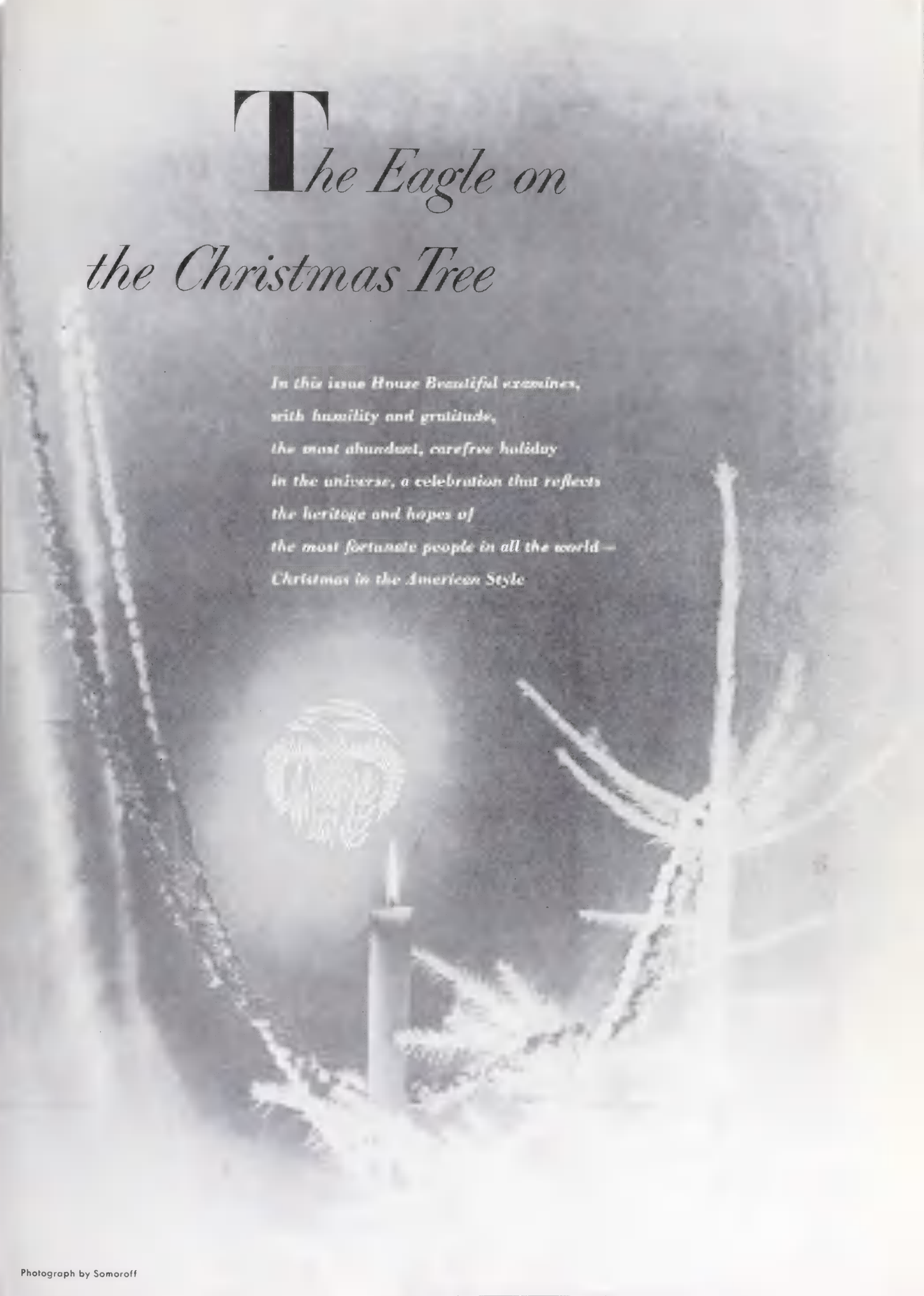
Larger waffle grids make four at a time to reduce waiting to a minimum!

You can put your confidence in—

GENERAL ELECTRIC

The Eagle on the Christmas Tree

In this issue House Beautiful examines,
with humility and gratitude,
the most abundant, carefree holiday
in the universe, a celebration that reflects
the heritage and hopes of
the most fortunate people in all the world—
Christmas in the American Style



Photograph by Somoroff

American Christmas has always belonged to the children



The prelude is a stealthily opened door and a cautious, whispering journey into a tree-lit, toy-strewn wonderland  *which yesterday was just the living room. Now comes a little chorus of delighted disbelief, a tearing of paper,*  *a harmonica's sigh. And then we're off—clickety-click like the fire engine—on an endless*  *concerto of chattering trains,*  *bicycle bells, and doll babies that cry for their candy-kissed mothers.* *And all day long you can hear the angels sing in the blissful overtones of treble laughter.*



That's Christmas, American Style.









FOR MORE ABOUT THE TOYS AND TRIMMINGS SEE PAGE 171


Great



FOR MORE ABOUT THESE TOKENS OF CHRISTMAS SEE PAGE 182

Christmas comes to us from all over

by Marion Gough

It may surprise and disappoint you to know that Santa Claus is not an American, no matter what a lot of people may be saying these days. The idea of giving Christmas presents didn't start in America, either. Nor did the Christmas tree, Christmas cards, plum pudding, carol singing, bell ringing, marzipan, or that fine, rewarding institution called hanging up the stocking. We hate even to mention this, but accuracy demands that it go into the record: In our earliest days it was against the law to say as much as Merry Christmas to an old friend—too frivolous and time-consuming, decreed the founders. About the only indigenous Christmas customs America has to offer are cranberry and popcorn tree-trimming garlands—and very nice they are, if we do say so, although not exactly famous the world over. Actually, the traditions that make the warp and woof of our candle-lit, fir-scented festival come, in symbolic melting-pot *(Continued on page 182)*

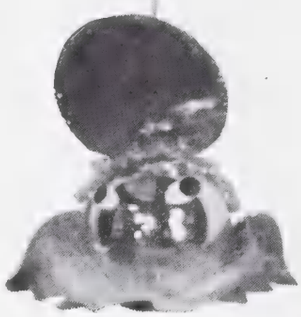
PHOTOGRAPH BY SOMOROFF



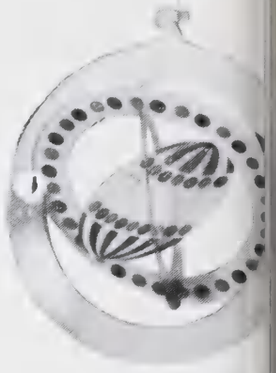
We put new faces on old traditions

Consider the conventional Christmas ball—transmuted by glitter, tinsel, paper, and a sense of fun into a clown, a chorister, an angel, Santa Claus, or (opposite) a smart fish. Staples-Smith.









We've evolved our own brand of Gleam, Glitter and Greenery







We don't spare the dazzle

We seem to have a gift for glitter. Witness our sumptuously angelic friend, in gilt plastic, ruffled and haloed in metal mesh. Courtesy of Lord & Taylor.



We can't help being practical

Double-duty-mindedness produces Twirl-About tree (right) and sphere (opposite), three-dimensional hanging cards to send or hang on tree. Boot trims tree or package. Austen Display.

We have a festive flair for plastics

Robed in subtly metallic plastic and crowned with curtain ring haloes, Amy Drevenstedt's music-making angels and their four little sisters. Above, bejewelled plastic crystals, Staples-Smith.

No fussy intricacies for us

We like suggestive simplicity—a paper chain of jewel-eyed, candy-buttoned gingerbread men. Austen Display; a bold block, really a gift box, Staples-Smith.



PHOTOGRAPHS BY SOMOROFF

We decorate with Christmas cards

With everybody sending everybody else Christmas cards, where do you stash them? Designer Jane Kidder created this way to hang them on the wall, inserted in clips of a 30″ white wire tree silhouette. By itself, it's decoration.

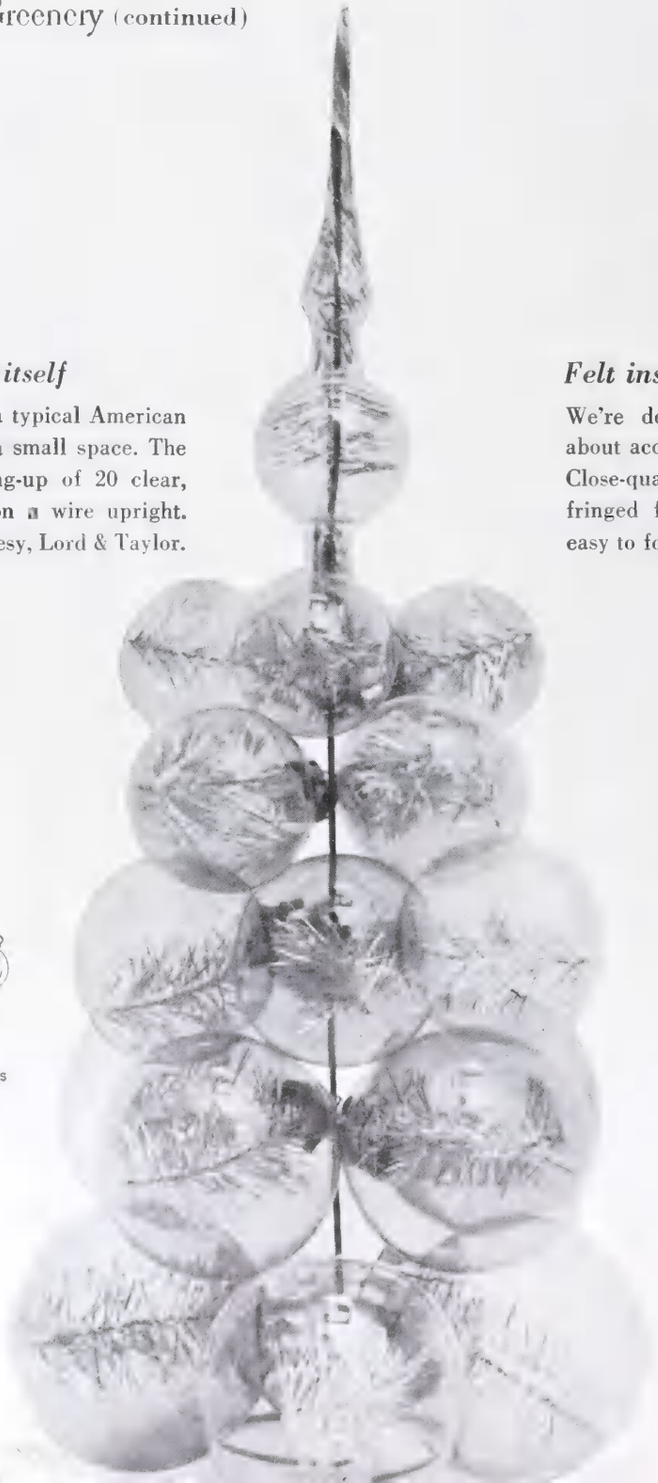


COLOR PHOTOGRAPH BY WILLIAM HO

Gleam, Glitter and Greenery (continued)

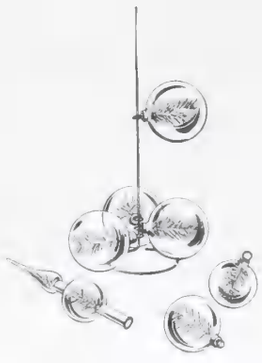
We make a tree trim itself

This fabulous sparkle is a typical American solution to Christmas in a small space. The tree, 16″ high, is a piling-up of 20 clear, tinsel-filled pastel balls on a wire upright. Packs in paper box. Courtesy, Lord & Taylor.



Felt instead of fir—why not?

We're developing a national open-mindedness about accepting new versions of familiar objects. Close-quarter householders would love a tree of fringed felt, sequined, hung with jingle bells, easy to fold away till next year. William Streeter.



SKETCHES BY JOSEPH E. POWERS



We change the color but not the spirit

Instead of holly red and ivy green, we'd as soon celebrate with daring rose pinks, blue-green, chartreuse, all gay and "different." Ferris-Shacknove tree, courtesy Lord & Taylor, is 30″ of Yankee ingenuity. Sparkling branches are really demountable brushes (see sketch). It's a help-yourself-to-a-gift tree, hung with neatly scotch-taped and beribboned packages, all done in color-coördinated wrappings courtesy of Dennison's Gift Wrappings. Fresh roses on the tree are a long-forgotten tradition revived. Furniture by Charak Furniture Company.





We're outdoor-conscious at Christmas

It's traditional in America to trim our doorways for Christmas, but it's also traditional to give an old idea a new switch—like this giddily home-painted plywood panel used as a holiday cover on a front door. Four slim brads hold it in place. It's non-wilting, removable, storable. Peter Hunt painted it in Duco Enamel. It's easy. See how on page 192.

An outside tree is a tradition

Our night-lighted outdoor trees are an almost exclusively American institution, but we'll try to improve on *any* institution. To add color and melody, Peter Hunt sprays an evergreen with Duco Undercoater, then he decks it with dozens of brass Bells of Sarna to play a sweet carillon in the wind.

2 PHOTOGRAPHS BY PAGANO STUDIOS



PHOTOGRAPH BY MAYNARD PARKER

We don't mind being different

Holly and assorted evergreens are handsome wreath-makings, but who'd turn down potatoes, onions, and mushrooms wired together with gilt leaves? Joseph Copp, Jr. made it. See a fruit wreath on page 191.





Gleam, Glitter and Greenery (continued)

On the merry subject of Christmas, we flatly refuse to be deep-thinking and sociological. But it's fun to see how, even in our observance of so traditional a holiday, we extemporize, experiment, and defy the conventions with thoroughly American gusto, while such national traits as practicality, inventiveness, and a flair for simplicity reveal themselves in our most light-minded trappings.

If we couldn't invent the age-old custom of making Christmas a season of kaleidoscopic color and beautiful nonsense, we have certainly devised a whole new approach to the coloration and materials of which our Christmas is made. We have even invented new objects—like demountable, small-scale trees for people who live in close quarters, and gadgets for displaying Christmas cards—practical products, really, because urgent American needs dictated them. And we have, as if by second nature, given new interpretations to old traditions.

Characteristically, we tend to blow up the size of things, to stress large-scale effectiveness rather than perfect and intricate smallness—proof that we've been visually conditioned by our own American display artists, a uniquely skilled coterie of designers whose shop windows and interiors are carefully calculated to intrigue the eye in a flash.

Most significantly, we turn out this glamour in almost endless variety, so that there is always something to please everyone—a pleasant phenomenon of abundance, possible only with a restless people who cannot bear to be regimented, and who thrive on obsolescence.

Haven't you noticed such signs in the decorations on these seven pages? They're hallmarks of our own, home-grown brand of Christmas.



We get big effects from simple stuff

You can hang a room with stars made of such unpretentious stuff as heavy wire (right). Exquisite shadows double their elegance. By Jane Kidder. Get a big glow from one plump red candle ball by Will & Baumer. At top of page, clear plastic plaques, decked with seasonal decals and sequins, spell out a large, brassy, over-door greeting. Staples-Smith.

PHOTOGRAPHS BY SOMOROFF



We give the ready-made a personal touch

Americans don't like to do anything the hard way, so we are great consumers of the ready-made ornament. But we're basically individualists, so we don't use the ready-made as is. Mrs. John W. McPherrin, for instance, dreamed up this charming way of enhancing a group of colorful caroler dolls, setting them on the star-shape shelves of a white-painted plywood "tree." Carpenter cut the four graduated stars, which slide onto a gently graduated tree stem. Below, the wherewithal—ribbons, candles, Duco cement. Wire coils hold candles.





PHOTOGRAPHS BY BILL JACKSON

We'll even add glamour to candlelight

With snips of paper lace, doilies, valentine papers, foil, ribbon, and sequins, see how Mrs. McPherrin does a glittering metamorphosis on plain candles. Brass map tacks hold trimming in place, become part of design. Paper, ribbon get serrated edge via pinking shears.



Usefulness that Sparkles

the American Style in Glass

For the past nine months we have been drawing your attention to the inevitable coming-of-age of America's own native style, the essential American "look" which has been in the making ever since our country began. Simplicity, multi-usefulness, and a sort of casual, realistic elegance are its earmarks. On these 15 pages see it interpreted in the logical, simple beauty of the glassware we Americans choose to live with



Our peculiarly American taste for ice water dictates the size, shape, and function of much of our glass. Distinctively ours is the water pitcher with the pinched, ice-straining lip. Our water glasses are the world's largest. Pitcher and tumblers, West Virginia Glass Specialty Co. Eagle-patterned Sandwich glass cup plate from C. W. Lyon, Inc.

What Makes the

This is a sampling of American Style glass. But to understand why it is what it is, see how it fulfills the demands of certain characteristic traits of ours which have been molded, ever since our country began, by our history, climate, and land.

Observe here our insistence on simplification—heritage of a hard pioneer beginning. It appears in uncomplicated shapes and restrained, often non-existent ornament. We've a passion for practicality, for things which work efficiently without coddling. Isn't this apparent in our short-stemmed, easy-to-grab, quickly cleaned stemware, in pitchers that handle and pour neatly, in our colored, pressed, etched, or textured glass that doesn't need endless polishing?

Our humid summers, ice-producing winters, and pioneer poverty made us ice-water drinkers while the rest of the world bibbed wine. Our ice fetish created the necessity for such exclusively native objects as 12-ounce water goblets, ice tea glasses, crushed-ice coupettes for fruit and seafood. Our quick living tempo produced the cocktail—and the cocktail glass. Our land of plenty gave us our philosophy of abundance—and the divided relish dish to hold something of everything. Nothing is here for looks alone. That's one of the most significant hallmarks of the American Style.



Glastonbury's "Laurel Wreath" footed tumbler is designed to serve a purely American phenomenon—ice tea. Cambridge's "Pristine" divided relish dish is evidence of typical American pride in the groaning board. Fostoria's "American" pressed glass water goblet (top), Morgantown's "Spanish Crinkle" beverage glass from Carbone, and Lotus's floral-etched sherbet have practical, textured surfaces that keep well-groomed without polishing.

American Style in Glass?

by Marion Gough



Steuben's cocktail mixer, ice bucket, and teardrop cocktail glasses are modern Americana, created by a home-grown custom. Signet decoration makes mixer and bucket easy to grab, suggests the lily pad, one of the oldest motifs in American-made glass. Hunt's cut-crystal coupette, devised to hold crushed ice and a removable cup for fruit or seafood, panders to the American taste for chilled food and double duty.



We'd use Heisey's broad-cut "Old Williamsburg" tall tumbler for ice tea or high-balls, goblet for water or milk, champagne for seafood or sherbet, juice glass for parfait, cocktail for wines.



The LONG and SHORT of a Glass Wardrobe



This is the complete line of Imperial's "Flare"—three tumblers, cagily sized to serve any drink from cocktails to coffee. Russel Wright designed them of smudge-defying seed glass, in four colors.

With our native American talent for simplification, we're tending now to make a few glasses do the work a dozen used to do. See how these eminently sensible "short lines" would clear the closet of deadheads, for every piece serves two or more purposes. None is for rare occasions only. By concentrating usefulness into a few pieces like this, you could afford to own several different sets of glass

Photographs by William Howland



1 2 3 4 5 6



From Libbey's "Coin Cut" pattern we selected this quintet as most likely to be multi-useful. Despite its smart look, it's machine-made and inexpensive.

Fostoria's "Holiday," a many-purpose, easy-to-store trio. Rippling design makes it pleasant to hold. Servantless informality has popularized the tumbler.



This short-stemmed threesome is Seneca's "Pirouette," especially significant because it is the newest line of the same manufacturer who makes the soup-to-nuts assortment below.



Can you identify the 13 glasses below?

The 13 glasses below show you how far you could go if you were a stickler for convention—and if you had the need and storage space for such a line-up of special purpose glass. In Seneca's "Hospitality" pattern, they are:

1. Pony Brandy
2. Balloon Brandy
3. Sherry
4. Sparkling Burgundy
5. Hollow Stem Champagne
6. Claret
7. Saucer Champagne
8. Water Goblet
9. Parfait or Stem Whisky Sour
10. Cocktail
11. Delmonico or Whisky Sour
12. Old Fashioned
13. High-ball



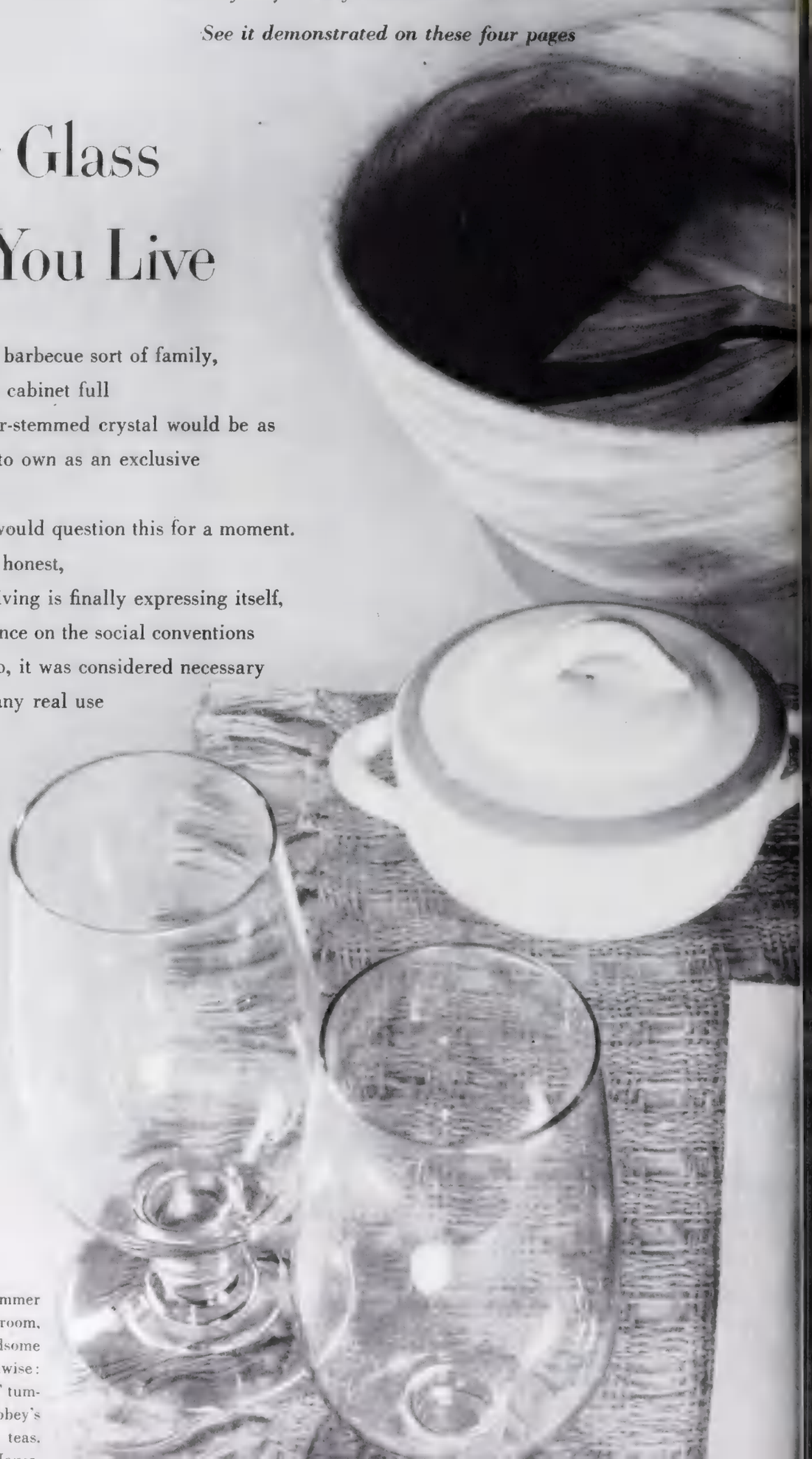
It's significantly American that no one kind of glass is considered exclusively "correct." Appropriateness is the criterion, whether you live casually or formally. Read about this below. See it demonstrated on these four pages

Match Your Glass to the Way You Live

If yours is an outdoor terrace and barbecue sort of family, living in levis and loafers, a glass cabinet full of nothing but bubble-thin, slender-stemmed crystal would be as incongruous a possession for you to own as an exclusive wardrobe of evening clothes.

Today no modern American would question this for a moment. And that in itself is proof that an honest, native American attitude toward living is finally expressing itself, after generations of timid dependence on the social conventions of the Old World. Not too long ago, it was considered necessary to own—whether or not you had any real use for it—as thorough-going a set of "good" stemware as you could possibly *(Continued on page 199)*

by
Sara Little and Frances Heard



If you specialize in casual meals

For a help-yourself household that concentrates summer eating outdoors and winter entertaining in the game room, here's solid, smartly rugged, easy-to-grab glass in handsome harmony with pottery, rough linens and wood. Clockwise: Viking's ruby goblets; Imperial's pinched "ripe olive" tumblers; Heisey's "Old Williamsburg" ice tea glasses; Libbey's "Emerald" tumblers; Karhula's "Silja" footed ice teas. Casserole, Finland House. Other accessories, American Home





If you live informally but never forget the niceties...

These four glasses—graceful, practical, easy-to-handle—suggest a type of glass which most Americans find most appropriate most of the time. They express our attitude toward informal but good living, "Let's not put on airs, but let's not put our elbows on the table, either." Neither delicate nor robust, these semi-lightweights have a textural affinity for fine earthenware and firmly woven linen mats. With an extra assortment of colored glass, you always have the makings of unusual table settings.

Green "Colonial Dame" goblet by Fostoria;
ruby glass plate and button-stem goblet by Duncan and Miller;
Colonial Williamsburg goblet with air-twist stem by Blenko;
topaz-yellow "Jefferson" goblet by Cambridge.
White dinner plate and green leaf plate
by Josiah Wedgwood and Sons.
Antique majolica plate, bone-handled fork, Julia Kuttner.
All linen from Masse.



If there's a formal side to your scheme of things . . .

This is glass typical of the American grand manner—exquisite, indeed, but simply shaped, restrained in ornament, pleasant to handle. Few of us could use it every day, for its fineness needs such delicate complements as satiny damask or mist-sheer appliquéd linen, translucent china, cherishable sterling. But, if your menage copes easily with elegance, it's loveliness worth owning.

Gold-tinged, bubble-thin water goblet, "Ambassador" by Lobmeyr;
button-stem cordial with sparkling cut band, "Old English" by Hunt;
saucer champagne glass, ornamented with half-circle cuts, "Bernadotte" by Orrefors;
shimmering rose-mauve water goblet, "Wisteria" by Tiffin Glassmasters.
Linen from Leron. Silver, Lenox dinner plates,
Hammersley bone china coffee cup and fruit plate, Black, Starr & Gorham.



Fresh fruit and port wine couldn't be simpler, but unexpectedly served in milk glass, they're an eventful dessert. "Wicket" plate and "Della Robbia" stemware are by Westmoreland.



Try such showmanship as honeydew melon balls, color-schemed with smoke-gray "American Modern" glass and brown plate. Russel Wright, designer. By Richards Morgenthau.



Pineapple ice acquires nothing short of magnificence in an elegantly cut, ruby-cased crystal finger bowl. All glass, "Paul I" by Val St. Lambert. Silver on the page, Lunt's "Memory Lane."



Play up the valentine delicacy of a dessert like *coeur à la crême* with Fenton's "Silver Crest" fluted white glass plate. Blue-tinted glass, Kosta's "Bernadotte." Linen by Mosse.



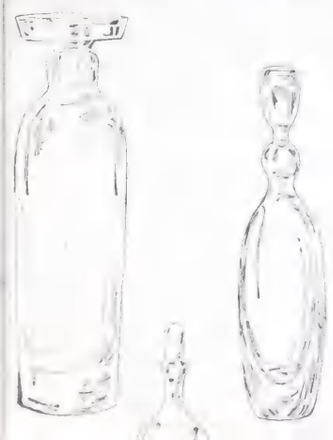
By virtue of its innate glow and glitter, almost all glass is potential table glamour. But to give simple meals the impact of galas, learn the artful use of unusual shapes and colored glassware. Then make pictures—instead of mere courses—of appetizers, salads, and/or desserts

Sparkle Makes a Meal a Masterpiece



Here are three shrewd—hence typically American—investments in table-setting sparkle. Each works as elegantly as it looks. Glass and silver epergne by Silver City might also serve salad or ice cream. Float a flower in this endlessly usable "Water Lilies" bowl of Verlys crystal, and you have a spectacular centerpiece. Quaker Silver's tear-drop crystal and sterling candlestick gives you glimmering glamour while it lights the table.

PHOTOGRAPHED IN HOUSE BEAUTIFUL'S 1949 PACE-SETTER HOUSE BY EZRA STOLLER: PICTOR



Decanters serve the bathroom

Make crystal decanters hold the bathroom supply of lotions and liquids. Shown close-up in sketches, reading clockwise: Steuben airtwist stopper jar; Strombergshyttan melon-shape decanter; urn-shape, lacy-etched, and flask-shape decanters, all Baccarat & Pourthault; Steuben teardrop perfume bottle; Hovmantorp decanter; Strombergshyttan decanter; Hovmantorp perfume bottle; flat-stoppered Kosta decanter. Mirror, courtesy Lord & Taylor. Tumble-twist rug, Libertyville Textiles. Fiberglas curtains, by Cameo. Waste basket, towel rack, courtesy Lewis & Conger. Wallpaper hand-printed by James Kemble Mills



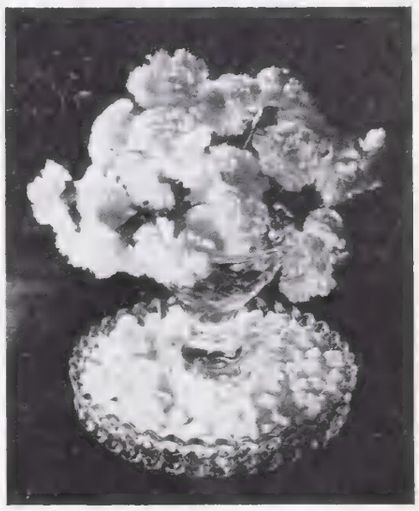
Glass Can Shine in More Ways than One

With some of our better modern glassware, the rich, full life is the double life. How natural, when storage space in America is so precious! There are decanters which perform as competently in the kitchen or bathroom as in the liquor closet. A cake plate may be as useful topsy-turvy as right-side-up. Or you can gain extra shelf room by nesting several platters together as a decorative centerpiece, using them solo as you need them. Just don't tolerate any glass idlers when the market is full of versatile workers

by Helen Little

PHOTOGRAPHS BY WILLIAM HOWLAND



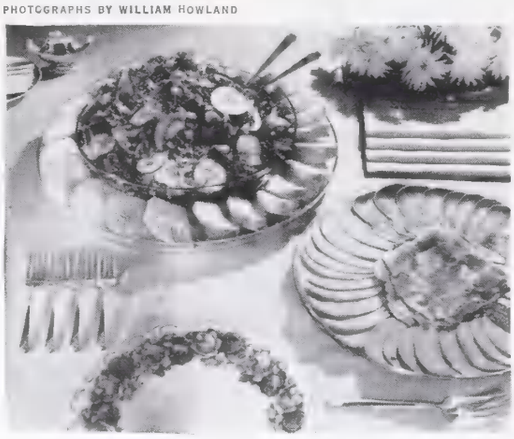




Either side's top side

Upside down, Fostoria's "American" pressed glass cake plate holds flowers, serves candy. Forks, Royal Crest Sterling's "Castle Rose," Colorado Carnations.









Three-in-one glass group

Three Heisey glass units, two plates and a bowl, pile up as a centerpiece; separate for service. Ebling and Reuss china. Evans table lighter. Royal Crest sterling.



Tall vase, tall service

Here is a hard-working glass cylinder by Dunbar that's a tall enough vase for long lush bundles of greenery. During horticultural lulls, it can store umbrellas.





PHOTOGRAPHS BY LAZARNICK

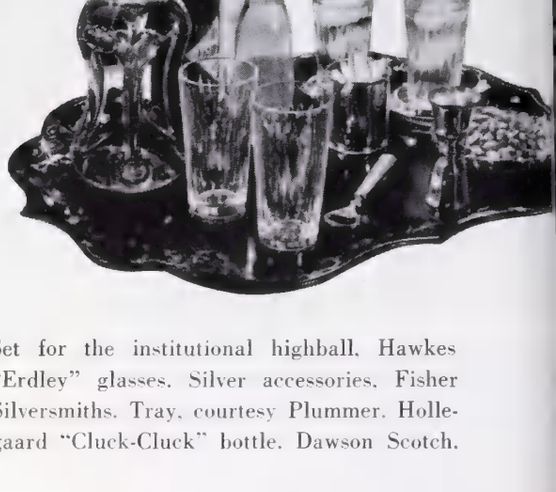
Champagne accessories, like mood music to the wine's dreamy elegance. Imperial's "Etiquette" glasses, ice tub. Candelabrum, A. R. Nesle. Tray, Fisher Silversmiths. Bollinger Champagne.

Any Drink Tastes Better from a Fine Glass

Since we drink with our eyes as well as our lips, any drinking occasion takes on extra glow from the sparkle of fine glassware. Without being precious about it, it's good entertaining and family-pleasing psychology to have appropriate glass for every shade of conviviality. For the festive, crystalline gleam of glass can make an occasion of the simplest drink



Beer means relaxed informality, but give it a manner with Monogram's "Caprice" Pilsner glasses, given a chilly look with frosted spirals.



Set for the institutional highball. Hawkes "Erdley" glasses. Silver accessories, Fisher Silversmiths. Tray, courtesy Plummer. Hollegaard "Cluck-Cluck" bottle. Dawson Scotch.

PHOTOGRAPH BY BILL JACKSON



For a brunch party, whisky sours or fruit juice in Reizenstein's stubby-stemmed "Ingrid" glasses. Chemex coffee maker. Food warmer accessories. Courtesy Soupçon Gift & Food Shop.

Punch in the help-yourself tradition of Ameri can hospitality. Ribbed bowl, Tiffin Glass masters. Dress, Hattie Carnegie. Furniture Manor House Div. Baker Furniture Company





Materials do the work

Left, you don't need to polish the stainless steel top of this coffee table, or to wax the wormy chestnut with its natural bold grain accented by a distressed finish. Texture of upholstery on sectional sofa tends to resist stains even though elegant fabric is predominantly white.

Texture provides richness

Elegance is as much a matter of looks and feel as it is of cost. Right, it comes from the glow of the leather table top, the texture of the woods, the roughness of the natural linen upholstery.

PHOTOGRAPHS BY FRANK WILLMING



by Mary Roche

THIS IS AMERICAN STYLE

The American Marriage of Elegance and Easy Upkeep

There was a time when Americans shied away from the word "elegance." It seemed to suggest so many things that were distasteful to us—the stiff formality of footmen and parlor maids, the hours of scrubbing and polishing by anonymous charwomen, the ostentatious display of costly materials. But the word has come back into its own since we discovered that living in effortless ease doesn't necessarily call for back-breaking toil behind the scenes, or for hand-and-foot service by human attendants. You can get the same results by surrounding yourself with *things* that do the work for you. Furnishings in the contemporary American Style have the qualities that make for elegance built into them. The effortless ease is guaranteed to you by designs, materials, and finishes that take care of themselves.

This collection of American Style furnishings, assembled by Interiors for Living, makes a significant contribution to our new kind of elegance. Look at the design of the furniture. You can't tag it with the label of any particular period. Here and there a line or a corner reminds you of some era of elegance in the past. But never does the designer sacrifice convenience or ease of upkeep in order to turn out an authentic version of a traditional style. The finishes don't call for constant vigilance or constant polishing to protect them from scratches, because they already have a texture which seems to swallow up scratches as they occur. In many cases, table tops covered with modern materials like stainless steel, which shrugs off the mark of a lighted cigarette or the ring from a wet glass with equal aplomb.

See how the materials provide visual and textural richness without burdening you with the perishability of satin and lace and gold leaf. The gleam of leather, the airy sleekness of caning, the tweedy surfaces of upholstery fabrics, the lusty grain of chestnut emphasized by white lead rubbed into its pores—all are as satisfying to look at and to touch as they are easy to keep up.

All of these trouble-free ingredients go to make up the kind of rooms in which, for all their elegance, you can relax and be yourself. In other words, elegance works for you.

GROUPINGS OF MOST OF THE FURNISHINGS ON THESE 4 PAGES ARE SHOWN AT STIX, BAER & FULLER, ST. LOUIS, MO.

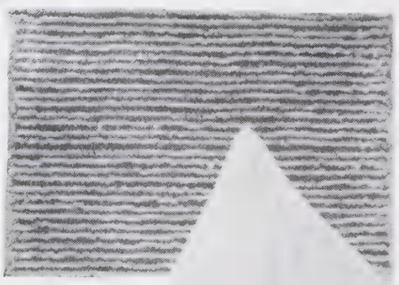
Elegance and Easy Upkeep (continued)

These materials give you elegance without work

Look for surfaces that are broken up by close patterns, uneven textures, or prominent graining, if you want furnishings that will keep their freshness without constant care. A leaf design like the one at far left, printed on a slightly textured mohair fabric with modern metallic dye that won't rub off, will maintain its richness. Footmarks vanish from carpeting woven in uneven rows of uncut loops. Finger marks are lost in the close, all-over background designs of fabrics and wallpapers such as those at left and below. Yet the very qualities that make these materials easy to keep also give them their look of elegant richness.



PHOTOGRAPH BY BEN ROSE





PHOTOGRAPH BY BILL JACKSON



Decoration is "built-in"

No need to dress up a table with fussy moldings and hardware when the wood has a natural bold pattern of its own. Chestnut in a distressed finish is surfaced in yellow leather.





Distress insures good looks

The distressed finish on this waxed wormy chestnut completely disguises scratches and marks which highly polished surfaces would show. Dining table folds down to slim console size for combined dining-living rooms.

PHOTOGRAPHS BY FRANK WILLMING

Carefree caning

Caning, trim and stylishly textured, "loses" soil marks, so it's a natural for dining room chair backs. Table has cherry top, walnut legs. Wormy chestnut server and storage chest has a stain-impervious slate surfacing.

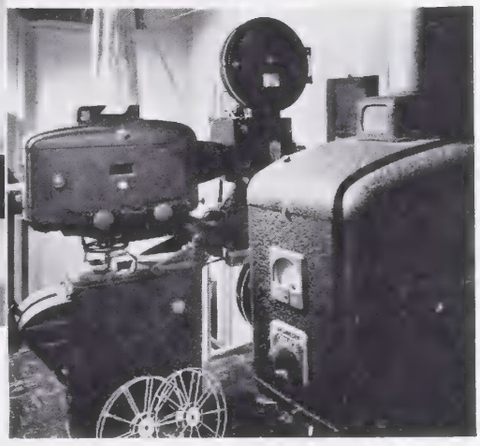




Would you guess that this is a movie-projection wall?

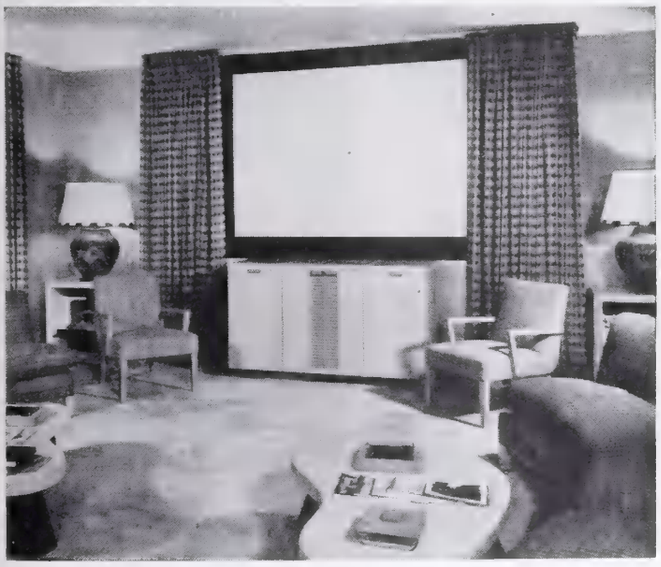


PHOTOGRAPHS BY NOWELL WARD & ASSOCIATES



Projection booth behind this mural wall houses equipment shown at right. Floor of booth is up three steps from room, so ports are above heads of audience. Edgar Miller, mural artist.

How to stay home and go to the movies



Viewing end of room has movie screen over separate television set. While this room is really a private theater in its own right, complete with curtains over the screen for an opening flourish, your 16mm equipment could go right in your living room or game room. Furniture and room designed by Samuel A. Marx, Noel L. Flint, and Charles Schonne, architects. Home of Mr. and Mrs. Ralph Stolkin, Highland Park, Illinois.

Did you know you can have the very best in sound motion pictures right in your own living room? A projector makes a superb present for your family

by Lloyd Shearer

Did you know that you can now show some of the greatest movies of all time—complete with sound—in your own home? And we don't mean those stiff, amateurish shots of your grinning family and friends that were "home movies" back in the 1930's.

This time you can invite guests in to see stars like Laurence Olivier, Irene Dunne, Clark Gable, Clifton Webb, and Claudette Colbert in full-length professional feature films.

To show professional sound movies at home, you need a 16-millimeter sound motion picture projector. More of these projectors (200,000 last year) are being sold to American homeowners than ever before, and especially to suburban young-marrieds, families with children, retired couples, shut-ins, people who live in rural areas. But home movies are everybody's meat. They're wonderful as the main dish for a party. You just thread your own projector with rented 16mm films, and show sound motion pictures of your own choice in your own comfortable living room, garden, guest house, cellar. (*Continued on next page*)

How to stay home and go to the movies

(continued)

barn, or outside on your patio in warm weather. It's as simple as that. You don't have to get the car out or dig up a baby-sitter. You don't have to time your arrival for the beginning of a show.

If your home has one 12-foot room, all you need to enjoy these movie pleasures are a projector, a screen, and some film. These are available practically everywhere in the U. S. for money.

The 16mm sound motion picture projector ranges in price from $150 to $2,250. Approximately $400 will buy an excellent machine. A recent survey of 35 Los Angeles families who own 16mm sound projectors reveals that their average cost per projector was $310. These projectors show both sound and silent films.

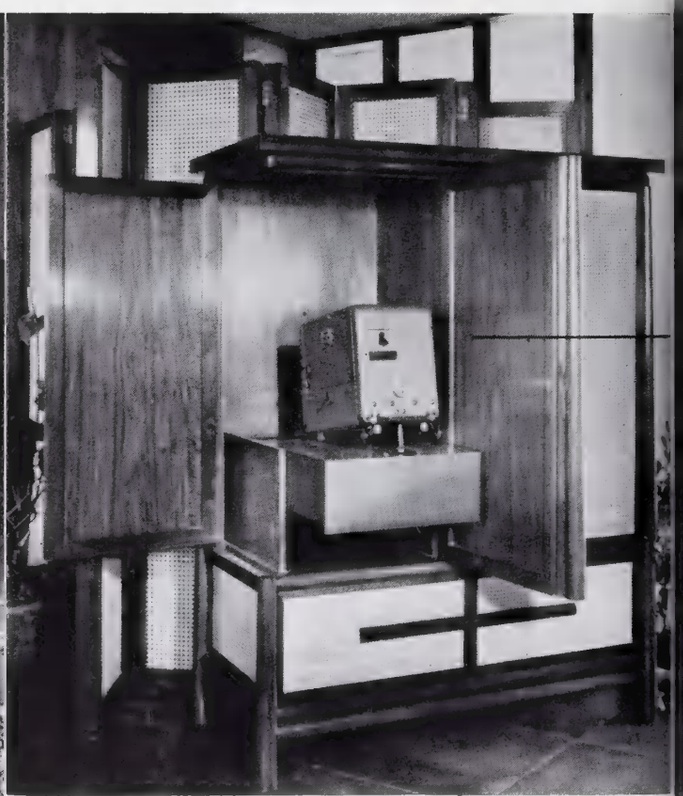
The eight most widely used 16mm sound projectors are Bell & Howell, RCA, Eastman Kodak, Ampro, Natco, Victor Animatograph, De Vry, and Movie-Mite (not listed in the order of quality or popularity).

One of the basic advantages of the 16mm projector is its portability. It consists of a projector, amplifier, and speaker. In some instances, all three parts come in one case. Typical dimensions of such a case are 16 inches long, 16 inches wide, 12 inches deep. This means that a sound projector presents no storage problem. You can keep it in any closet, shove it under any bed, load it in any car. Unlike the fixed projection set-up in your local motion picture theaters, a 16mm showing can be held in any club, office, community house, church, or even at any country crossroads under the stars.

The projector is relatively easy to operate and take care of. It calls for no special technical ability or manual dexterity. Thousands of school teachers and

PHOTOGRAPHS BY MAYNARD PARKER





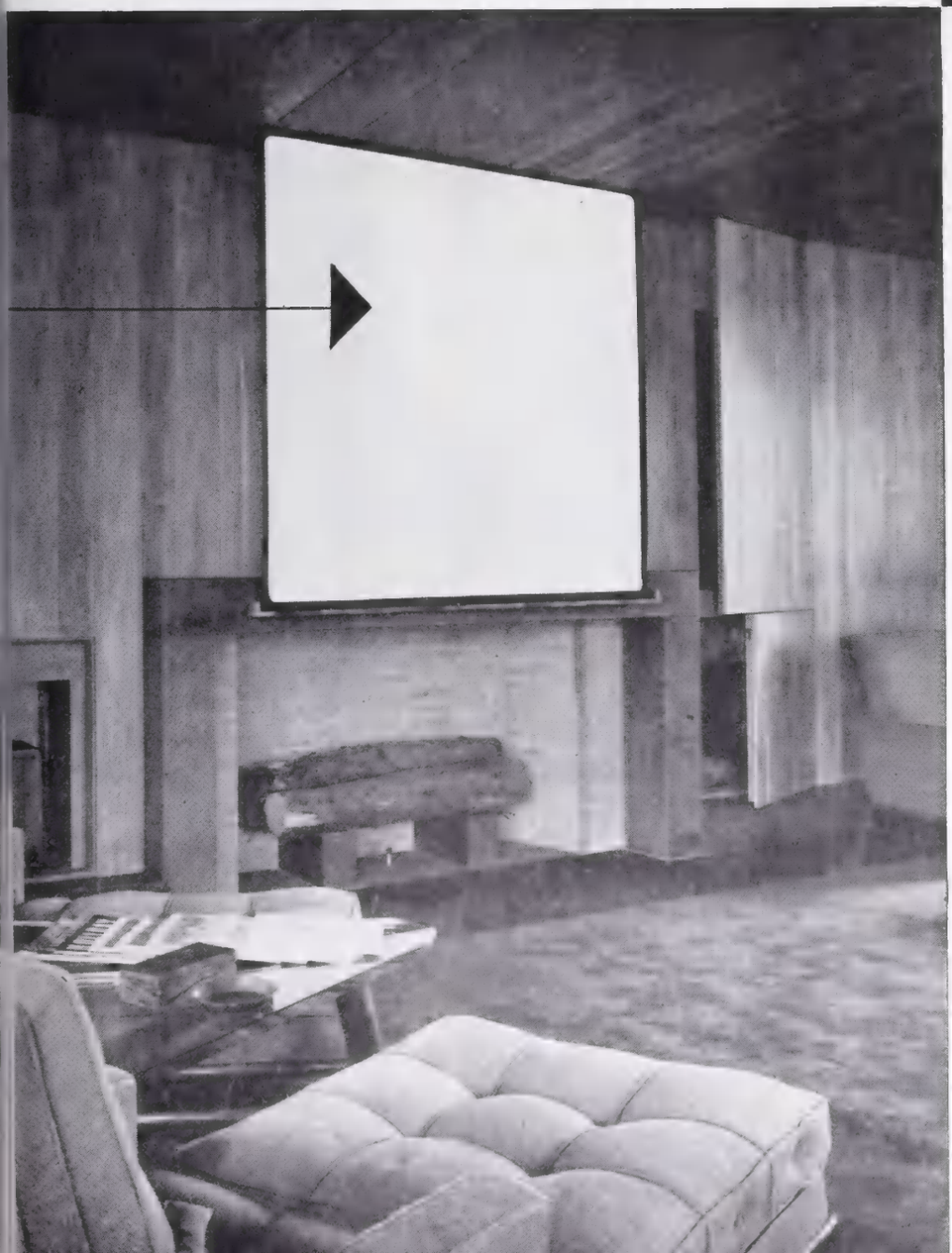
To eliminate the bother of setting up your movie equipment each time you want to use it, give it a permanent place of its own. You can do this with an actual projection booth, as on the preceding page. Or you can work out a cabinet arrangement like this one: Cane-paneled doors open up to reveal movie projector and stored rolls of film. Projector is permanently aimed at screen, opposite. Henry L. Eggers, architect; T. H. Robsjohn-Gibbings, interiors and furniture.

servicemen run them every day. If you can load and run an ordinary still camera, then you can thread and run a 16mm sound projector.

All you need to do is study and follow the instruction booklet put out by the manufacturer. These booklets have been expressly written for the layman. They offer exploded views of parts that comprise the projector. They explain simply (*Continued on page* 167)



If you're building new, or doing structural remodeling in your existing house, you can concoct a scheme like this to house your movie screen. This one rolls down like a window shade from its hiding place in the woodwork over the fireplace. Or, if you consider that a movie screen has eye-appeal in its own right, you might give it a permanent place among other wall surfacings. In any case, try to achieve the craftsmanship of this installation.



Use refinements like these to better your home movies

- Project directly on a blank white wall, eliminating bother of a separate screen. Wall should be smooth but not glossy.

- House your projector permanently in a cabinet next to operator's chair. A small hole for the lens will allow you to run the machine at any time without moving it.

- Install a secondary room light switch next to your projector. Or use a rheostat, if you want to dim your lights gradually to any degree.

- Improve hearing in a hollow-sounding room by adding fabrics, carpet, or commercial acoustical materials that absorb excess reverberation.

- Plan sound movies as part of a complete sound system. Radio, television, record-player, movies—all can be hooked up to one master amplifier-and-speaker.



PHOTOGRAPHED BY LILLIAN BASSMAN IN HOME OF MR. AND MRS. CECIL RHODES

Be doubly blessed with a gift of a chair a full yard wide

Here's a chair for leisure hours by the fireside, wide enough to embrace you and your child and the story-before-bedtime, and the poodle, too. From Jamestown-Royal, it is covered in Goodall's cherry luster satin. The rosewood side table, with a convenient slide that works either side of the table, is the "Abbott" by Old Colony Furniture Co. The ironstone reproduction lamp is by Mutual-Sunset. Gray "Royal Oak" carpet, in a deep-sculptured weave, by Gulbenkian. Taffeta hostess coat, pearl bracelets, and table, courtesy Lord & Taylor, New York.

Pamper Yourself with a Practical Present

This year tag something special for your own house. Give yourself—or someone equally important—a lasting, useful luxury

by Laura Tanner



When the spirit of giving is upon you, why not brighten a needy corner of your own house? So that when the tinsel and after-Christmas clutter is cleared away, you have a lasting treasure for many Christmases. Measured in years of serviceability and pleasure, a good chair or well-wrought chest will cost no more in the long run than the glitter of transitory oddments that are soon forgotten, or the dress you buy for short-lived holiday parties. Treat yourself to one of the house gifts pictured here which would look wonderful Christmas morning tagged "For Us."





PHOTOGRAPHS BY BILL JACKSON

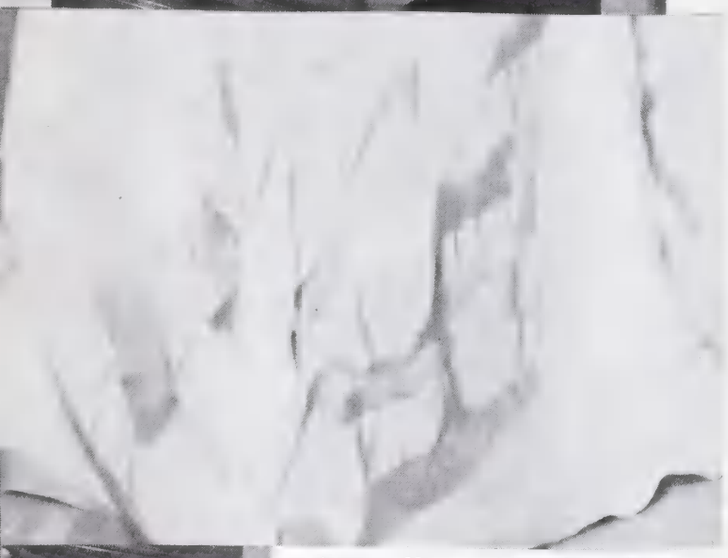
Can you sit pretty before your television—radio?

Indulge yourself with this luxurious chaise longue which subdivides into a comfortable chair and two easy-wheeling TV ottomans. This, marble-top table and all furniture, Manor House Div. of Baker Furniture Co. Television-radio-record player, Magnavox "American Traditional," courtesy of the Liberty Music Shops.

Pamper Yourself
with a Practical Present

(continued)





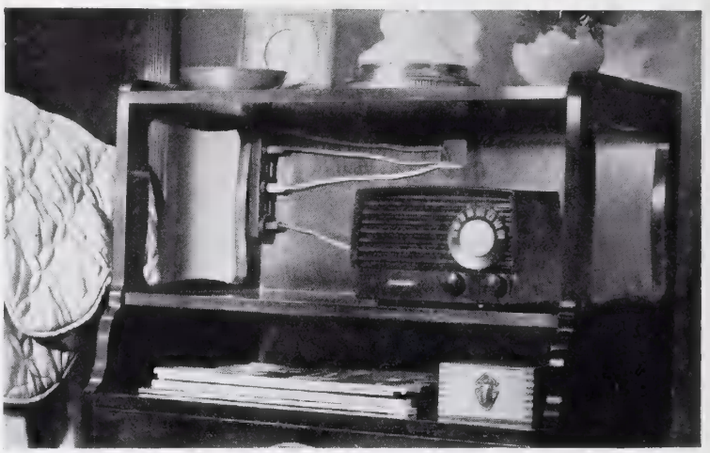


bottom. Note useful table surface they create. Closed, they keep conventional appearance of drawers. Men's furnishings from Cluett Peabody. Accessories on this and opposite page from Mottahedeh, Chicago. The chest-on-chest is from Heritage-Henredon, as are other pieces on these two pages.



A night table wired for all your electrical gadgets

If your night table is a maze of cords, this bedside beauty by Heritage-Henredon is your answer. Its own plug-in box feeds three cords—to your clock, Crosley radio, electric blanket, or whatever. Yet only one leads to the wall outlet. Books conceal the mechanics. Drawers and shelves give generous space needed in a bedside table.









PHOTOGRAPHS BY FRANK WILLMING

Give this beauty to the room that needs it most

In bedroom, use it as a commodious double chest for both of you. Sliding trays for feminine apparel, adjustable shelves for his shirts. Handsome tambour doors dignify it for dining room use. As a buffet, it will store your flat silver, bulky hollow ware, linens. Lamp, Brach-Allen. Chest, Heritage-Henredon. Linens, courtesy Marshall Field.



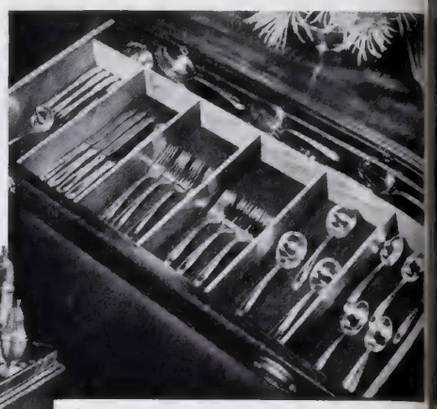


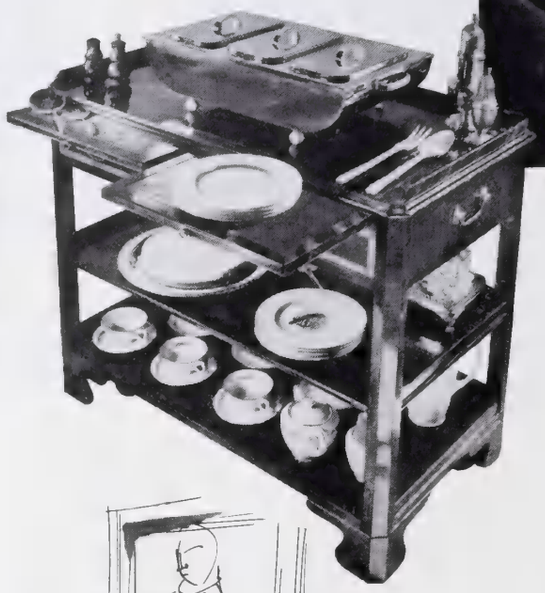


PHOTOGRAPHED AT LORD & TAYLOR

Have a luxury buffet that caters to you and your guests

This satinwood-banded buffet is really a serving table which rolls smoothly on hidden rubber tires. Silver candlesticks, bowl, plate by Towle Sterling. Blenko glass shades.





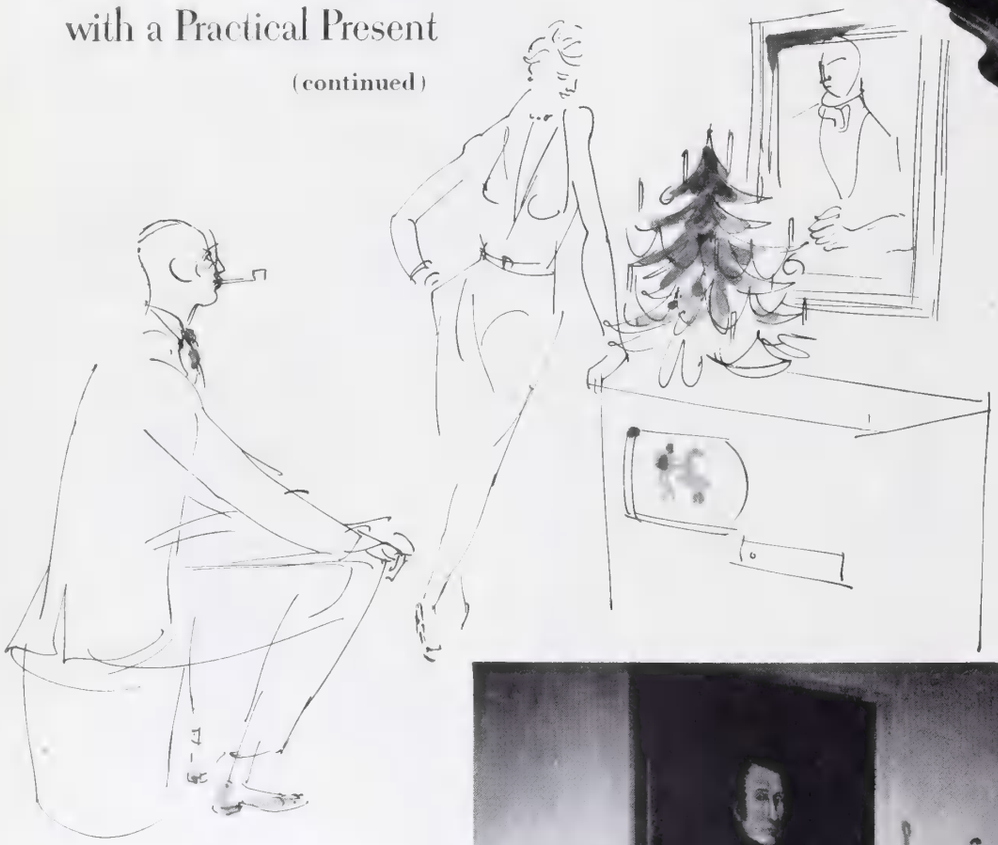
A place for everything makes smooth serving

Note slides for extra serving space, and lined, partitioned silver drawer. Flatware is Towle's "Silver Flutes." China by Lenox. Electric copper food warmer, by the Maxwell-Phillip Co. Mahogany server is by Old Colony Furniture Co.

Pamper Yourself

with a Practical Present

(continued)



MORE PAMPERING PRESENTS ON PAGE 1

PHOTOGRAPHS BY WILLIAM HOWLAND





Be smart, pampered, and so practical at the same time

This desk-chest is so packed with function that it pares down your other furniture needs. Perfect combination for the guest room or a cramped living room. This and the chair (opposite) are George Nelson designs executed in walnut by the Herman Miller Furniture Co. Accessories by C. W. Lyon.

Chest has a wealth of unexpected usefulness

One drawer (above) eliminates separate dressing table. Many-purpose base unit works as table, bench or luggage rack. Luggage, Amelia Earhart. Furs from Esther Dorothy. "Desert





by Emily Genauer
Art Critic, New York *Herald Tribune*

THIS IS AMERICAN STYLE

American Craftsmen are proving

Everyday Objects Can Be Fine Art

Your smallest purchase—to give or to keep —can be of museum caliber if you patronize our craft artists. You get so much for so little



Ceramic lamp base, Nancy Wickham. Hand-woven shade, by Moszkowski Studios.

ALL BLACK AND WHITE PHOTOGRAPHS BY TOM YEE

Copper chafing dish, gold-flecked enamel cover, by Marrell Studios.

PHOTOGRAPH BY ANGELO PINTO

Opposite, from top left: wood bowl, Bob Stocksdale; ceramic decanter, Theodore Randall; leaf-form bowl, Marianna von Allesch; shaded bowl, the Natzlers; laminated plastics tray, Guthrie Courvoisier; silver flatware, Porter Blanchard; salt dish and pepper mill, John May; crackle bowl, John and Homer Wallace; ceramic tea caddy, Marguerite Wildenhain; cigarette box, Yee Wah; enameled bowl, Roland Nadeau; pitcher, Edith Heath; bowl and plate, Dickman Walker; vase, Edwin and Mary Scheier; wood tray, John May; silver servers, Allan Adler. Background fabrics: green and gold, Ann Schubert; persimmon, Mr. and Mrs. Nelson Spencer.

A cliché that has been current for a long time now holds that Americans are allergic to art. This becomes very hard to believe when you look at the steadily increasing figures on museum attendance in this country—more than 50,000,000 annually.

What *is* true—and what probably gave rise to this misconception—is that Americans are allergic to uselessness. Lately, however, we have been re-examining both our axioms and our art. And we are discovering that a work of art need not be useless at all: that it can possess specific utility besides its traditional one of enhancing one's walls and soothing or stimulating one's spirit. What's more, we have learned that a useful object may be a work of art and still need not cost a mint of money.

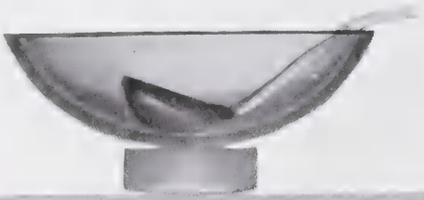
We have come to realize that in such utilitarian objects as an ash tray, a cup, a rug, or a silver box can lie aesthetic enjoyment comparable to what one receives from a work of "fine" art conceived for its own sake alone. We are discovering the visual and even the spiritual satisfactions to be derived from a simple object in which there is fitness of form and material to function, harmony of proportion, freshness of color, and decoration applied because it is an excuse for displaying technical virtuosity. We are beginning to see that a beautifully fashioned bowl, like a fine painting, can be an investment for the future which will grow in value as it grows in age. We are discovering that few ways of expressing affection and gratitude to friends can compare with a gift chosen from among these heirlooms of tomorrow. *(Continued on next page)*

Pitcher of textured beige pottery, by Kate Peters.



FOR SOURCES OF THE CRAFT WORK SHOWN ON THESE SIX PAGES, SEE PAGE 195.

Small mayonnaise bowl and ladle by Peter Holt in a new medium for craftsmen—plastics.



An ash tray with luster glazes by a painter who has turned Sunday potter—Boris Chatman.



Vase with a striated texture like natural stone, by Rolf Key-Oberg.



Large platter with red decoration under crackle glaze, by Fred Farr.



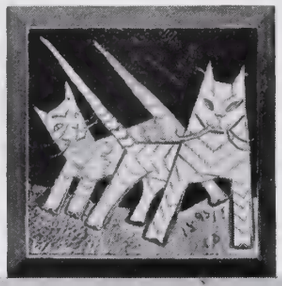
Everyday Objects Can Be Fine Art

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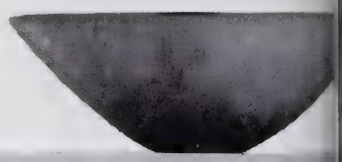
Now this theory that useful objects can be beautiful is by no means revolutionary. Our museums are filled with objects of use which were created many centuries ago by members of savage as well as of highly civilized races, and which we cherish as works of art. The life, religion, and customs of these people are so far removed from our own, however, that we disassociate the objects from their original functions. We admire them for their physical attributes, for a sense of vitality which exudes from them still, forgetting entirely that the carved wooden vessel found on the African Gold Coast and preserved under glass at the museum as a work of art, was once used for pounding grain, and that the delicately wrought metal carving close by it was the belt buckle of a horseman galloping across the Scythian plains in Southern Europe five centuries before Christ.

Much closer to home is our own legacy of American tools, utensils, and furnishings. Museum collections of American folk art, the Index of (*Continued on next page*)

Wood-framed ceramic tile with gold luster highlights, by the Whedons.



Hand-turned bowl of nicely marked birch, the work of James Prestini.



Silver pitcher, ebony base and handle insulator, by Adda Husted-Andersen.



Large, shallow glass bowl with pattern in color, by Maurice Heaton.

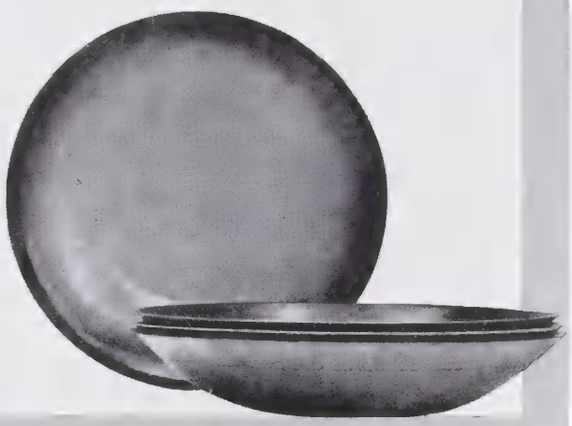


Candle sconce of wrought iron, hand-forged by Samuel Ogden.



PHOTOGRAPH BY HANS VAN NES, COURTESY CRAFT HORIZONS

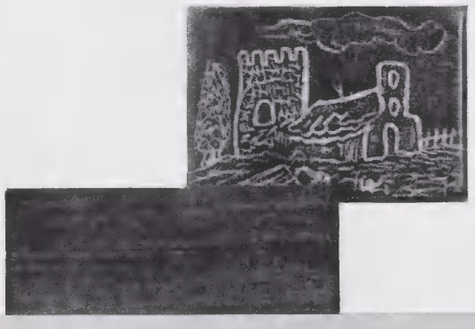
Enameled copper bowls with gold-flecked glazes, by Jade Snow Wong.



Cooky jar with brown and oatmeal glaze, by Helen Phillips.



One-of-a-kind tile, by Warner Prins for top of a wooden cigarette box.



Plastics plate with encased metallic design. Zahara Schatz.



Four ceramic tiles, by Carol Janeway, set in center of wood cheese tray.



CHECK THIS LIST TO FIND CRAFTSMEN IN YOUR COMMUNITY

Here is the most complete state-by-state directory of artist-craftsmen yet published

Since the best craftsmen are necessarily small producers, their work is rarely distributed nationally. But you don't have to cross the country to find well-designed handmade articles. Run through this list and you may discover some craftsmen who are almost next-door neighbors.

It includes those whose work has high distinction in the opinion of HOUSE BEAUTIFUL, plus others whose work has been cited for excellence by museums and art critics. We regret that it does not represent all the fine craftsmen in the country and that some states are omitted entirely. But that does not imply that there are no craftsmen in those localities.

In most cases we have listed the names of individuals, since fine craftwork is primarily a personal expression. But it may also represent the combined efforts of a husband-and-wife team like the Natzlers and the Scheiers, or of two or three artists working together in small potteries or studios.

ALABAMA

Ceramics:
Jane Parshall, University
Margaret Whetstone, Montgomery

Metal:
Margaret Biggar & Elise Hooker, Fairhope
Mrs. Cecil Eagerton, Montgomery

Wood:
George Dubrock, Fairhope
Edith Harwell, Fairhope

ARIZONA

Ceramics:
Charles Lolomai, Second Mesa

Silver:
Fred Kabotie & Paul Saufki, Oraibi

ARKANSAS

Ceramics:
Elise Freund, Eureka Springs
Bob Wilson, Mountainburg

Metal & Enamels:
Harvey Chase, Greenland

Hand Weaving:
Robert Barnes, Greenland
Carol Beth Cade, El Dorado
Jean & Jan Jameson, West Fork
Loretta Jenkins, Cabot
Dr. Thora Lindquist, Fort Smith
Emily Rutclidge, Fort Smith
Alice Thornton, Siloam Springs

CALIFORNIA

Ceramics:
Laura Andreson, Los Angeles
Whitney Atchley, San Francisco
F. Carleton Ball, Oakland

(*Continued on page* 196)

Everyday Objects Can Be Fine Art

(continued)



Above: Craft products too useful to be confined to the parlor showcase: lacy linen table mat, Altana Tennant; iron candelabrum, Van Keppel-Green; textured ceramic vase with ballet figures, Albert Jacobson; pottery bowl, Ann de Carmel; laminated wood book rack, Gottschalk.

Below right: Hand-wrought silver, a once-flourishing American craft that languished during the early machine age, is being revived by talented artist-craftsmen. Ice bucket by Roland Nadeau; tray by George Erickson; sugar shaker and pitcher by Margret Craver.

Below: Hand weavers are creating dozens of new materials from window blinds to table mats. On the wall, a blind woven of wood rounds and bright yarns, by Dorothy Liebes. On the table, an upholstery weave by Marianne Strengell; vase, Minnie Negoro; handmade table, Devon Dennett.



American Design at the National Gallery of Art, and similar sources are eloquent proof that useful objects of high artistic value were abundant enough in this country up to a hundred years ago.

But about that date, to borrow Mark van Doren's description, "democracy and machinery got married," and there followed a divorce between art and objects of use. As mechanization rolled over the country, art grew more and more remote from our daily life. The art which, up to then, had entered even the simplest homes in the guise of a beautifully proportioned, honestly wrought, saw-buck table or pewter plate, was replaced by monstrosities turned out by the machine. Vulgarization of taste was inevitable, especially as new fortunes flowed into the hands of people drunk with their new purchasing power and eager to spend their money on objects elaborate and expensive enough to prove their affluence. The machine-made horrors which filled modest homes at least had the virtue of utility. The cast-iron deer that posed (*Continued on page* 179)



The finest products of contemporary craftsmen have the "familiar" look that surprised Ralph Waldo Emerson when he first saw Europe's great paintings. Dateless in design, they seem at home in any background, and grow old gracefully. Here, the light from Nancy Wickham's pottery lamp shines through a gossamer linen by Karl Laurell. Tacked to the wall is a honeycomb weave by Isabel Scott. Stained-glass bird to hang in a window, by Ellen Simon; wooden bowl, Goncalo Alves; pewter and wood ladle, William Kurwacz; pitcher by Phyllis Blundell.









PHOTOGRAPHS BY MAYNARD PARKER

For chilly days: Path leads up to a sun-pocket protected and warmed by house walls on north and west sides. Note, from plan at bottom of page, its direct accessibility from house—no need to expose yourself en route.

Give your family a Climate-Controlled Outdoor Life

by Dr. Joseph E. Howland
House Beautiful's Garden Editor

←

For humid days: Raised gravel-surfaced terrace (background) exposes you to whatever breeze there is. Same terrace is useful to get full sun-heat on sunny spring and fall days of no wind but when air is cold.

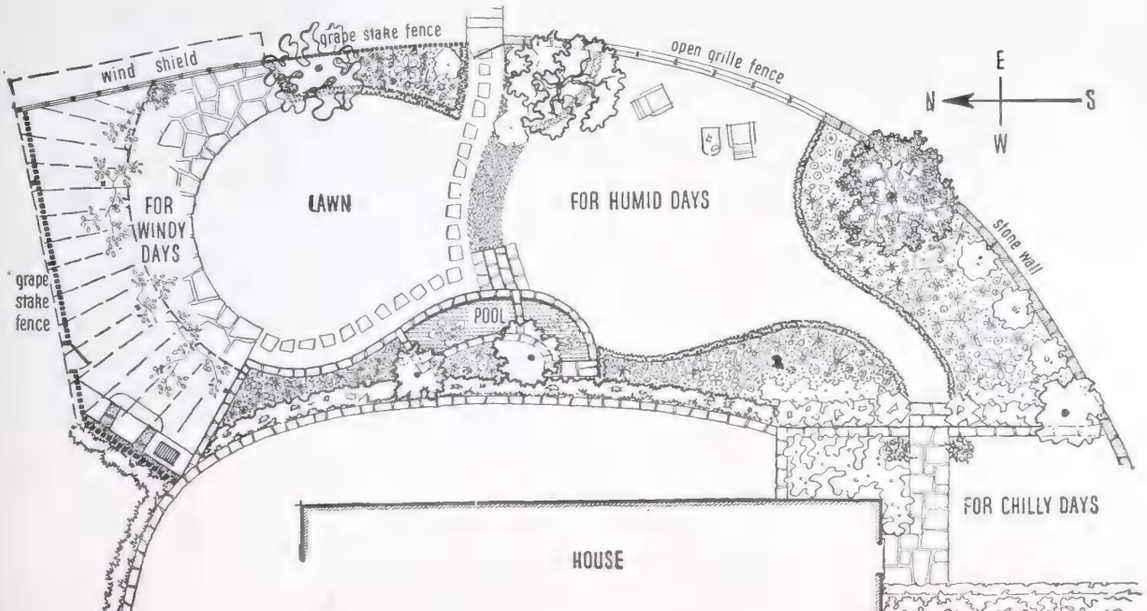
←

For windy days: Many times you need only the protection of a wind-shield, fence, or hedge to be comfortable. Shelter house offers additional wind protection, also shade, fireplace heat, and a rainproof cover.

You can't do anything about the over-all climate of your community, but you *can* fix the climate in your own yard. For instance, you can extend the comfortable season in your garden by many weeks—both spring and fall. You do this by the way you arrange your plants, pavings, fences, and hedges. The cost is small. It's mainly a matter of planning—a good wintertime gardening activity. No *one* change you make affects the climate drastically, but each change helps, and the sum total does the trick.

The H. H. Verwoert garden shows how you can climate-control an existing garden. The old retaining walls dictated the shape of the new garden but *now* the owners have three big outdoor living areas where they can live, even when it's (1) windy, (2) humid, or (3) uncomfortably chilly.

(*Continued on next page*)



Ned Rucker
Landscape Architect

HOUSE BEAUTIFUL'S CLIMATE CONTROL PROJECT



For terraces with a view: glass windshields are practical outdoors. This one has been exposed to high winds for four years without any sign of damage.



Make it easy to get from one terrace to the next. But don't use more paving than is actually needed. It traps and stores heat, then radiates it at you.



Evaporation from garden pools cools the air nearby. So pools should be located near sitting areas where the coolness can be enjoyed on hot sunny days.

Climate-Controlled Outdoor Life

(continued)

It's not enough, of course, that the garden be comfortable. To be really useful for living it must offer privacy. Actually most climate-control gardens automatically provide this. Because the same elements that channel good weather into your yard and keep out the bad also shut out the eyes, noises, and dirt of the outside world.

The Verwoert remodeling was done in 1946. At today's prices, costs would be about $600 for the shelter house, $2.75 per linear foot for wood fence (complete with cap), $4.35 per linear foot for glass fencing, 12¢ per sq. ft. for lawn, $1.50 per sq. ft. for flagstone, and $225 for the pool. Sounds like a lot? Well, add up the comforts and you'll agree it's a worthwhile gift to the family. After all, a garden is supposed to pamper you, and might just as well do a thorough job.



Flowers thrive in the protection of windscreens, need fewer waterings and no staking. Added advantage: Color show seems greater because of its background.



BIGELOW
Rugs – Carpets

Rhapsody

a Bigelow Masterweave

Wherever beautiful things are prized . . . either old or new . . . "Rhapsody" is superbly at home.

It would light up the eye of a connoisseur of traditional treasures. Yet it's modern in its texture and in its colors, which include today's favorites: Dove Grey, Cocoa Brown, Billiard Green, Silver Green, and pale, clear Champagne. Woven to wear a beautiful lifetime . . . made of top-of-the-crop wools gathered from all over the world, specially treated to retain their natural "liveliness."

Of course it's a Bigelow, famous for beauty you can see . . . quality you can trust . . . since 1825.

Bigelow
Rugs and Carpets

When one word leads to another...





It's MURRAY this and MURRAY that!

MATCHED STEEL KITCHENS



AND I SAID...

My new Murray steel kitchen not only looks "high quality". . . but feels that way, too! Drawers glide softly over brass runners. Doors are sound-insulated. *Can't* be noisy . . . never stick. Everything so obviously rich and well-made!

AND SHE SAID...



Besides, it doesn't cost any *more* to own a beautiful Murray kitchen . . . so that's for *me!* Rounded corners prevent snagging. Baked enamel finish on cabinets, porcelain enamel on sinks is so wonderfully easy to keep gleaming white!

ELECTRIC RANGES



DON'T TELL ME...

I know about those new Murray ranges. Extra-large ovens, appliance outlet (for coffee makers, mixers, and so on), and the Deep Well—all can be timed *automatically.*

WHY, DO YOU KNOW...



Four out of 5 Murray Electric Ranges have a big 6-quart Deep Well Cooker! Top models have compartments for cooking a whole meal at once. Deep Well easily converted to a fourth 7-heat-intensity surface unit!

GAS RANGES



AND MY HUSBAND...

Well, he's enough of a cook to know a wonderful gas range when he sees one! It didn't take long to convince *him* to buy a Murray. As for *me* . . . I finally have plenty of "turkey-space" in my new porcelain-finished oven!

WELL, ALL I KNOW IS...



No more burner bowl seams to catch grease. The one-piece top flows right over the front edge of the range...no dirt-catching crevice here! For a completely style-matched kitchen it's Murray for *me* . . . and for *you!*

NO ONE MAKES KITCHENS LIKE

MURRAY

THE MURRAY CORPORATION OF AMERICA, Home Appliance Division, SCRANTON, PA.

MURRAY
Electric Ranges



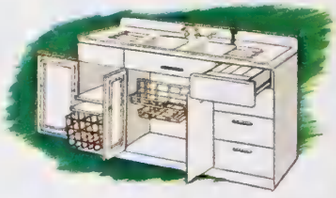
High-Speed Electric Ranges for completely automatic baking. Non-steam oven door (model above) always gives clear view of your cooking. All ranges have giant ovens, fully porcelain-enameled; rounded, easily-cleaned corners. A signal lights when baking, broiling, or surface units are on! Built-in fluorescent range lamp. 5 models in all.

MURRAY
Gas Ranges



Streamlined Gas Ranges have one piece seamless tops. Robertshaw precision thermostat. Interval timing! Ever-white Titanium porcelain enamel—for a lifetime of service. Use any type gas. Broiler has slide-out "smokeless" pan and grid. Concealed drip trays. All Murray ranges are fully Fiberglas insulated!

MURRAY
Cabinet Sinks



Marvelous Cabinet Sinks for fingertip control of most any kitchen operation. Model above (66") features double drainboards, double basins! Five full drawers; slide-back cutlery tray! Cabinet space, shelves, utility racks, breadboard, vegetable basket. Other styles 54" and 42".

MURRAY
Modern Cabinets

Matching Wall and Base Cabinets have welded construction, silent action! Smooth rounded corners. No protruding handles on wall cabinets. Provision for fluorescent lighting! Base cabinets have wear-proof, stain-resistant Vinyl tops. Recesses for toe and knee space. Adjustable shelves.

YOUR NEW MURRAY KITCHEN

comes from one of the world's largest, most modern plants. Over 1,500,000 highest-quality Murray-made appliances are in homes coast-to-coast!

HOW TO STAY HOME AND GO TO THE MOVIES

CONTINUED FROM PAGE 148

and clearly how to run your machine. The salesman who sells you a projector will spend as much instruction time with you as you require.

Available for $1 is a pamphlet entitled, "The Audio-Visual Projectionist's Handbook." You can buy it at any photographic shop. It contains diagrams of all the leading 16mm sound projectors, with simple instructions and diagrams on how to run them.

When you buy a sound projector, you ordinarily buy a screen with it. Screens cost anywhere from $15 to $100, depending upon their size, quality, tripods, etc. A very good one (52″ x 70″), the best size for home use, will cost you approximately $35.

Screens come in several types. You can buy one which hangs from the wall or ceiling. Another type with a back support is good for table-standing. A third kind, generally considered the most utilitarian, is the tripod type which is a portable job with collapsible legs that can be moved at will and set up anywhere that you want it.

Once you have your projector and screen, the next problem is films. What categories of 16mm motion pictures are available? Where can you get them? And how much do they cost?

To begin with, all the major motion picture studios in Hollywood have their film productions printed in two sizes: 35mm and 16mm.

This means that a 16mm print exists for practically every 35mm film currently being shown in your local theater.

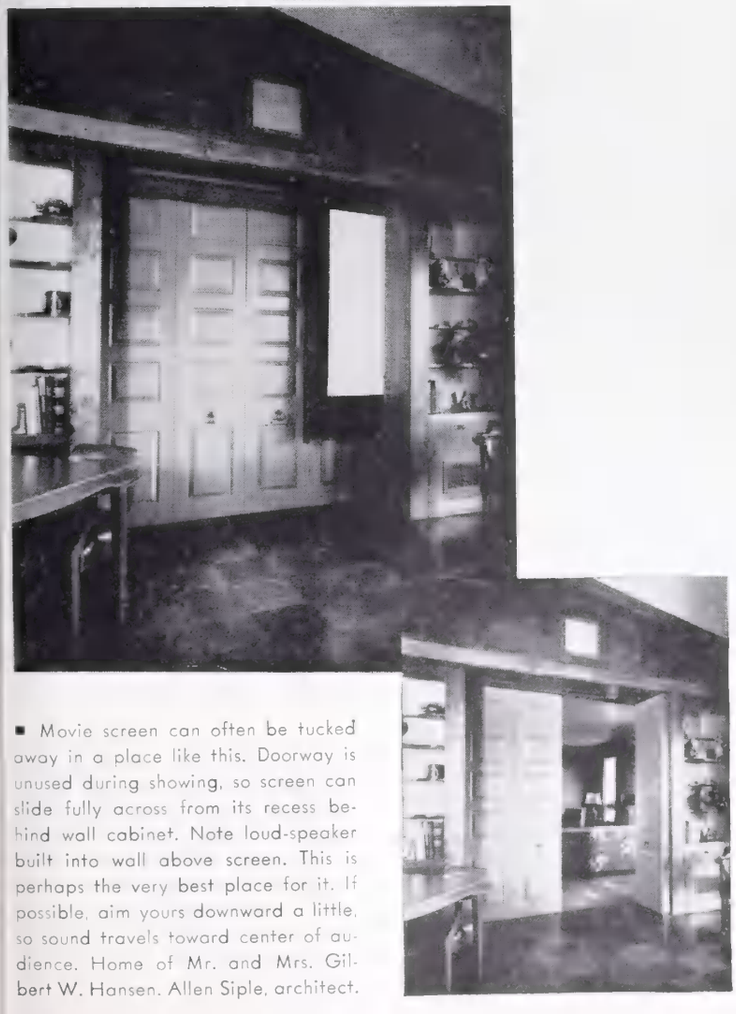
Unfortunately, some major studios do not sell, lease, or rent their latest 16mm motion pictures in the United States. These studios own or control hundreds of movie houses throughout the country, and they see no sense in competing with themselves. They reserve their 16mm output for foreign distribution.

Other studios, however, like

(*Continued on page* 171)

MORE PHOTOGRAPHS ON PAGES 170 AND 172

PHOTOGRAPHS BY MAYNARD PARKER

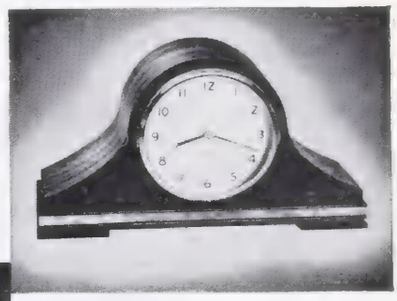


■ Movie screen can often be tucked away in a place like this. Doorway is unused during showing, so screen can slide fully across from its recess behind wall cabinet. Note loud-speaker built into wall above screen. This is perhaps the very best place for it. If possible, aim yours downward a little, so sound travels toward center of audience. Home of Mr. and Mrs. Gilbert W. Hansen. Allen Siple, architect.



Seth Thomas Suggestions for Christmas Time!

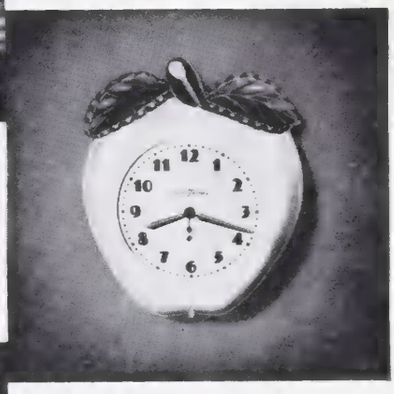
For that nice young couple . . . ▶ the Kenbury is exactly the right size for a large home, little apartment or cozy room. Selected mahogany case easy-to-read dial, electric or key-wound Westminster Chime movement. Height, 8½ inches. Width, 15¼ inches. $45.00.†

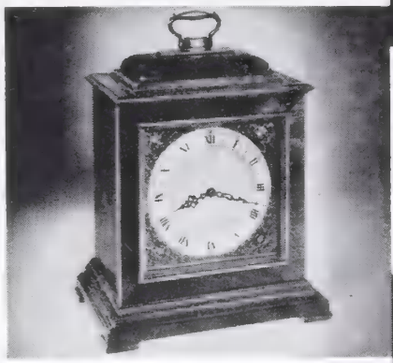




◀ **For a friendly home . . .** such a friendly Colonial clock, the Sharon. Mahogany or maple finish on sturdy birch. Strikes hours and half hours, electric or keywound. Height, 14½ inches. Width 9⅛ inches. $42.50.†

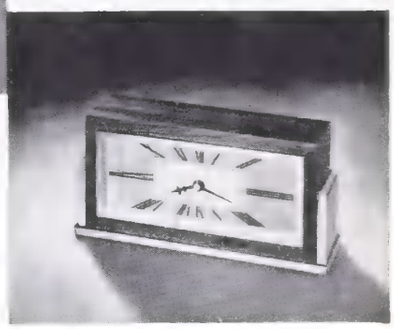
It's a Pippin! Give the gay new wall ▶ clock that's the apple of everyone's eye! Cheery red, green and yellow clocks have green leaves at top; ivory clock has ivory-colored leaves. Height, 8½ inches. Width, 7¼ inches. $6.95.†





◀ **Give a distinguished clock,** a beautiful 18th century reproduction. The Legacy has a cabinet of specially selected mahogany. Westminster Chimes, electric or keywound. Height, 14½ inches. Width, 10¾ inches. $125.00.†

For your handsome man . . . a ▶ handsome electric clock, the Seth Thomas* Baxter. Brown mahogany or lively decorator colors, blond wood, red, or black. Height 4¼ inches. Width 8½ inches. $22.50.† Seth Thomas Clocks, Thomaston, Conn. Division of General Time Corporation.



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For folder illustrating other Seth Thomas Clocks, write Dept. H-5

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SETH THOMAS

The finest name in clocks

ELECTRIC AND KEYWOUND

Take a trip to a world of new design

To have fun on your vacation, yet come home the wiser, go to Brazil to play, and see how Climate Control could remake your summers, as it is remaking the face of Rio

PHOTOGRAPHS BY CARLOS—RIO



by Peter J. H. McAllister

Among the many devices used by Rio architects to reduce the crushing weight of the tropical sun, none offers more charm or is more effective than the climate-control measure in Lucio Costa's new apartment house in the Parque Edwardo Guinle. Front of building is also its service side. Each apartment has a private service porch hidden behind attractive shade-making grilles and louvers that admit light and air, but keep out sun. Different sections of the building use different materials of varying colors and designs.

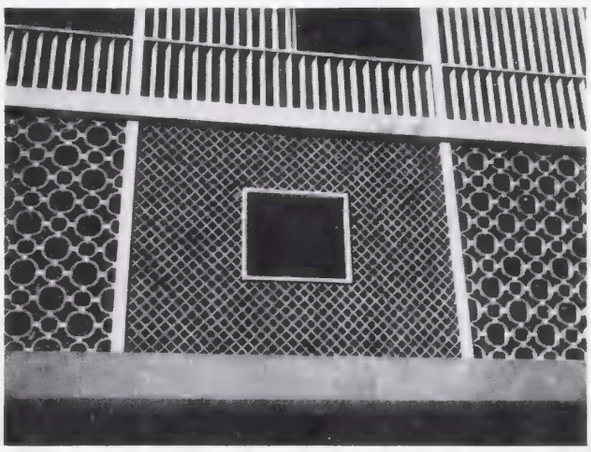
When you board your plane for Brazil, you start one of the most exciting travel adventures on the docket. For Brazil and its fabulous capital, Rio de Janeiro, have all the stimulating things to see and do that a vacationing American wants. But it has something more that makes it especially appealing to HOUSE BEAUTIFUL readers. It has a new brand of architecture that will help you improve your living at home.

For the Brazilians have learned one thing that we North Americans have been very slow to grasp: They have discovered the trick of how to live comfortably in hot weather, of how to temper the fierce sun of a tropical summer. Rio is about as far from the equator as Havana, and for a large part of the year the sun beats down with an intensity that has caused architects to say, "We've got to do something about *that!*" So, to out-maneuver the sun, they have invented a great variety of sun-shading devices that keep out the scorching rays but let in the full breeze. And they make these sun shades as beautiful as they are functional.

You will find when you get there that Brazilian leadership in Climate Control is not an accident. Brazilians are an original people. Because they speak Portuguese on a vast continent where nearly everyone else speaks Spanish, they have developed a strong individuality that makes them different from other South Americans. Isolated by their language, they have been closer to Europe than to their neighbors. Much of the charm of Rio is due to a piquant blending of European and indigenous Brazilian cultures.

Brazilians are interesting and original because there is no other group like them anywhere. The early settlers were already a rich blending of strains from many old Mediterranean stocks. In Brazil these strains became further blended with those of native Indian stock and later with African Negroes. (Brazilians are nearly free of racial prejudice and have intermarried for more than a century with Negroes and Indians. As a result, some of their leading scientists, artists, and military men have had Negro and Indian blood. It is true, however, that some of the old families are proud of their undiluted stock which they trace back to Portugal.) The people have close cultural ties with France as well as Portugal. If you know Paris, you will quickly see the influence of French architects on Rio. More than 100 years ago, a French architectural mission was invited to Brazil and their influence still persists. (*Continued on page* 186)







Painted wood louvers and terra cotta tiles in natural clay colors are the materials that make the sun shades and hide the service porches on this Lucio Costa apartment house. Any of these designs could be copied at home—for porches that need privacy, shade and breeze, or for garden walls that must not block the breeze in a muggy climate.

Right you are— **THE MOST ILLUMINATING VALUES!**

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Contemporary designs for decorative lighting —colorfully and purposefully accenting the charm and modern styling of enviable interiors.

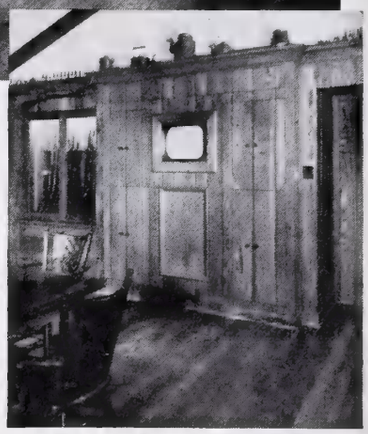


POPULARLY PRICED AT LEADING DEPARTMENT STORES AND WHEREVER LAMPS AND SHADES ARE SOLD

LAMPS and SHADES by Verplex
decorate as it illuminates

THE Verplex COMPANY
at Essex Connecticut





● This recreation room storage wall contains a complete entertainment system: radio, television, record player, and movie screen. You can plan such an integrated system *now*, and buy the necessary components over a period of years, hooking them up to master amplifier and speaker. This system designed and engineered by Irv Rose and Dr. R. E. Samuelson.

PHOTOGRAPHS BY NOWELL WARD ■ ASSOCIATES



● For movie showings this screen pulls down from roller built into upper section of storage wall. At ceiling, rough texture of acoustical plaster soaks up reverberation. Try to do the same in *your* entertainment room by providing some kind of noise-absorbent material.

HOW TO STAY HOME AND GO TO THE MOVIES

CONTINUED FROM PAGE 167

Columbia, 20th Century-Fox, and Universal-International, which handles all of J. Arthur Rank's British film output, make no such distinction. Thus you can rent for home showing such superb film fare as *Pygmalion, It Happened One Night, Arizona, Sitting Pretty, Mr. Belvedere Goes to College, Miracle On 34th Street, Great Expectations, Hamlet, Anna and the King of Siam*, and hundreds of others.

You can rent Mickey Mouse cartoons, Charlie Chaplin comedies, newsreels, documentaries, short subjects, any type of screen entertainment you desire. More than 150,000 16mm films are currently available to owners of sound projectors.

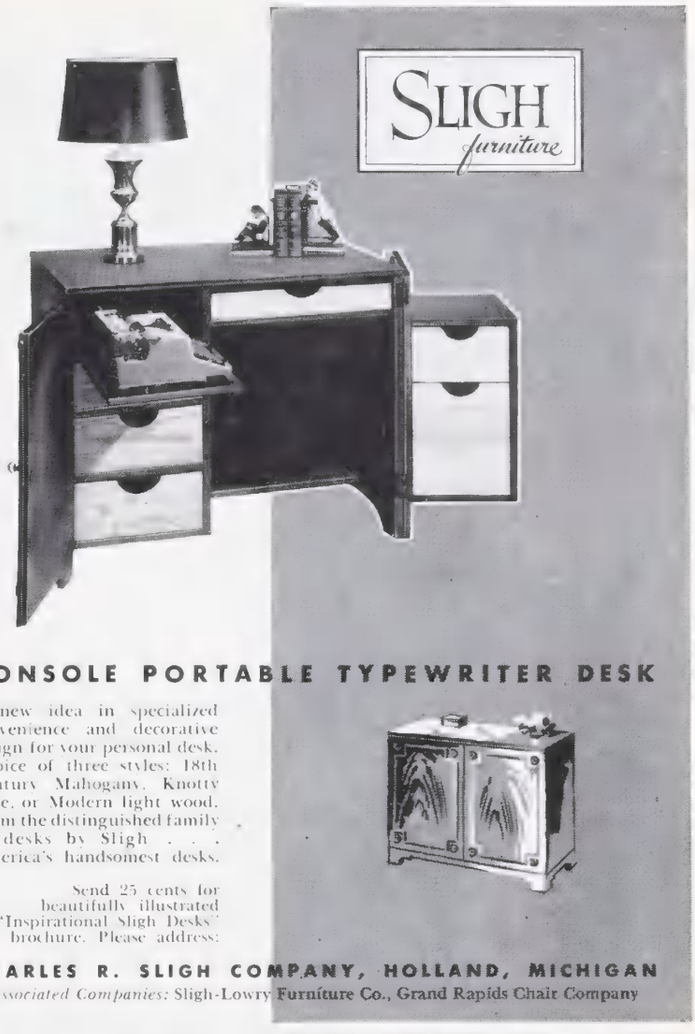
One day's rent on a full-length sound feature (approximately 80 mins.) ranges from $5 to $25. A short subject will cost you anywhere from $1.50 to $10 per day.

You can also borrow hundreds of excellent 16mm films absolutely free from dozens of organizations. The Air Force in Washington, D. C., for example, has a long list of free aviation films including some great ones about World War II. More than 2,500 films are available from outfits like Champion Spark Plug Co., General Motors, Inc., Standard Oil Co. of N. Y., British Information Service, Library of Congress, the Social Security Administration. These films deal with every conceivable subject: Hawaii, speedboats, the care and feeding of children, great athletes, child problems, taxes, farming, business machines, the duties of a secretary, insurance, adventure, Java—practically anything you can think of.

THE best information source on the 16mm film industry is the *Film World Yearbook*. This is equivalent to the World Almanac in its own field. It comes out yearly, costs $7.50 and is published by C. J. Ver Halen, Jr. Publishing Co. of Hollywood, Calif., which also publishes *Film World*, a monthly which deals with 16mm films and their production.

The *Yearbook* lists all the companies that produce, sell, rent, lease, or give away 16mm sound films. It lists more than 50,000

(*Continued on page* 173)



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A new idea in specialized convenience and decorative design for your personal desk. Choice of three styles: 18th Century Mahogany, Knotty Pine, or Modern light wood. From the distinguished family of desks by Sligh . . . America's handsomest desks.

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This distinguished Hostess Service accessory in lustrous metal is a superb adjunct to your entertaining and social requirements.

18" lazy Suzan with 2 qt. divided Pyrex casserole at 12.50.

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The Hurricanes are 14" high — $25.00 the pair; the planter centerpiece is $15.00.

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The Connsonata is a development of the Sound and Electronic Research Laboratories of C. G. Conn Ltd., world's largest manufacturer of band and orchestra instruments and specialists in musical tone for three-quarters of a century.



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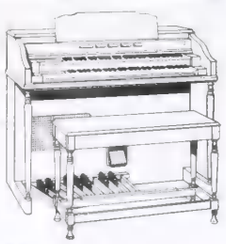
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Please send latest literature and prices on Connsonata Electronic Organs, at no obligation.

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New Connsonatas are now available in several two-manual models, priced from $1695 upwards. For complete details MAIL COUPON TODAY!



■ All you have to do to set up this projector is move a few books. If the only place for your projector is on a table in front of the bookshelves, use this trick to get both projector and table out of the way. The closet behind the bookshelves gives you a real projection booth.

PHOTOGRAPHS BY MAYNARD PARKER



■ This end of convertible living room shown in top picture knows a trick or two also. When the projector's threaded and ready to go, just set the lamp aside and pull down the movie screen from its built-in hiding place. Home of Mr. and Mrs. Austin Peterson. Cliff May, designer and builder.



HOW TO STAY HOME AND GO TO THE MOVIES

CONTINUED FROM PAGE 171

available titles, tells you how long each picture runs and where you can obtain it. It also lists the locations of all 16mm film libraries and film dealers in each of the 48 states. You can find local dealers in the classified section of your telephone directory, or by inquiring at any one of your local photographic shops.

IN MANY communities, there are dealers who will rent you four or five films at a flat monthly rate. This fee also includes the care and servicing of your projector, and it ranges from $20 to $40. In many communities, subscribers to these rental services swap films among each other so that many of them see 12 or 15 films per month for the original price.

You can also buy 16mm films outright and build up your own film library, but the outright purchase is fairly expensive. A sound short starts at $17.50 and a full-length film will set you back approximately $200.

Many 16mm projector-owners shoot their own films with a 16mm motion picture camera. This is an excellent way of recording and preserving family history. Color film costs more than black and white, but requires nothing extra in the way of camera or projector.

Let's say you've bought a 16mm sound projector, a screen, and you've rented some film. What is the next procedure and the best room layout for good projection?

First of all, set up your equipment. Place your projector on a stand at one end of the room and your screen at the opposite end. If you can locate your projector in an adjoining closet or room and make a wall cut-out for the lens, so that for all intents and purposes you have a separate projection booth, that's perfect. But ordinarily, you can do this only if you have a sound projector in mind when you plan and build your house.

Anyway, you've set up your projector and screen. Place the loudspeaker slightly above and in front of the audience. For best results, it should face downward and toward the center of your audience.

You can do little about the acoustics of the room unless you've planned things beforehand. Try, however, to minimize reverberation with some sound-absorbing material. There are a host of such materials, ranging from acoustical boards and plaster to heavy fabrics for upholstery and draperies.

If you want your guests to enjoy your 16mm showing, then you must be careful in seating them. Here are some recommendations from the Society of Motion Picture Engineers:

1. The farthest seat from the screen should be no more than six times the width of the picture. Thus, if you're filling a 6-foot screen with your picture, no one should be sitting more than 36 feet away from it.

2. Never seat any guest closer than twice the width of the picture. In other words, seats should keep a 12-foot distance from a 6-foot screen.

3. The spectators' viewing angle should be limited to 30 degrees. This means that no row of seats should be longer than its distance from the screen.

(*Continued on next page*)

for festive formality the year 'round

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authentically styled DUNCAN PHYFE with genuine handwoven fibre seat and hand-carved Lyre back
#F-4517 Side
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(also fabric seats)
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The *original* Liquidizer and the only one that does all these jobs and more without troublesome attachments!

- grinds cooked meats
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- chops nuts
- creams sauces
- mixes icings
- powders sugar
- grinds pepper
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- mixes cake batter

Double cap —add food without splashing!

Hexagon bowl for "whirlpool" mixing!

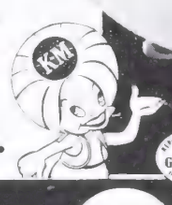
Swedish steel blades —sharpest, strongest, longest-lasting!

3 speeds, super-speed motor. Blades rotate 14,000 times a minute.

Self-cleaning! Add soap and water, turn on motor.

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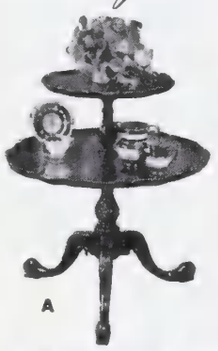


No. 808 The Lancaster
Dropleaf Occasional Table
$79.50*

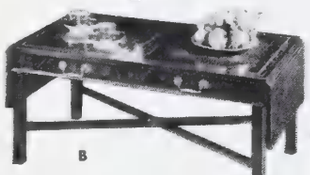
Imperial Masters Tables

AMERICA'S 12 MOST BEAUTIFUL TABLES

Shown are six of this distinguished new Group of Imperial Masters Tables, representing the finest in excellent design, the finest in choice woods, the finest in skilled Grand Rapids craftsmanship and rich finish. You are invited to see this exclusive group of Imperial Masters Tables at leading stores . . . to choose them for your home.



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No. 811
The Glanville
Piecrust Table
$69.50*

HOW TO STAY HOME AND GO TO THE MOVIES

CONTINUED FROM PRECEDING PAGE

4. See that your room is ventilated adequately.

5. Make sure that your electrical connections are out of the audience's way.

Before you interrupt conversations and seat your guests for a showing, make certain that everything is in good order. You can clean all the machine surfaces over which the film passes with a dab of alcohol or carbon tetrachloride. Thread your projector and see that the film passes through quickly and smoothly. Warm up the amplifier, focus the picture, adjust volume and tone, and you are ready to assemble your audience.

After the showing, rewind your film, return projector and screen to their proper storage places. With ordinary care and occasional lubrication, most modern projectors will give lengthy service without any sort of major repairs.

THE tremendous growth in the manufacture and sale of 16mm sound projectors during the past five years is indicative of the constantly increasing number of American families who have found them rewarding, educational, and pleasure-giving.

If you're interested in bettering your living, throughout the year, wrap up some 16mm sound movie equipment and give it to your family from Santa Claus. You'll find it one Christmas present that won't stay hidden in a closet.

If you are designing a new house, you have an unparalleled opportunity today to plan a really complete entertainment system—sound movies, AM and FM radio, television, home recording and record playing—using high fidelity components. All these items can be built-in, out of the way, in a planned acoustical environment, and hooked up to one high-fidelity amplifier and built-in speaker. One beauty of this is that you can plan such a system when you plan your house, then add the necessary electronic components as you can afford them in the future. The possibilities of such a system are endless: Your sound movie projector might fit permanently into the "arm" of your built-in sofa. Right next to it you could have a rheostat allowing you to dim the room lights to any degree you want. Your picture could project directly on a blank white wall designed for the purpose, saving you the price of a separate screen and its storage space. Or you might design for projection from *behind* the screen an arrangement which eliminates the necessity of darkening the room to pitch blackness. An imaginative designer can work wonders with electronic components, giving you high fidelity and utmost convenience with minimum cost, since you need buy only the bare components (no cabinetry, no duplication of amplifiers and speakers). For more details, see "Wire Your House for Sound" in HOUSE BEAUTIFUL, August 1950.

AMERICAN CHRISTMAS HAS ALWAYS BELONGED TO CHILDREN

CONTINUED FROM PAGE 116

The toys and trimmings which decorate the delightful Christmas morning scene shown on pages 116 and 117 come from the following sources:

Old Toys: Photographed by courtesy of the Museum of the City of New York. Ferris wheel, 1915. Wooden-jointed doll, made in 1804, dressed in style of 1840. Horse-drawn bus, 1875. Iron cook stove, 1850. Doll carriage, 1890. Alphabet blocks, 1840.

New Toys: Mechanical crane, The Charles William Doepke Manufacturing Co. Trains and station signal, The Lionel Corp. Plastic Blue Willow cups and saucers, Ideal Novelty and Toy Co. Doll, Effanbee Doll Co., Inc. Merry-go-round and toy stove, Wolverine Supply and Manufacturing Company, Games, Parker Brothers.

Trimmings: Glitter balls and birds, Max Eckhardt & Sons. All other tree ornaments by Austen Display



"Our Home Needed 4 Thermostats for Comfort!"

Says CEDRIC ADAMS
Noted CBS Radio Personality



RESIDENCE OF MR. and MRS. CEDRIC ADAMS
MINNEAPOLIS, MINNESOTA
Architect, NORMAN R. JOHNSON, St. Paul, Minn.
Builder, CARL M. HANSEN, Minneapolis, Minn.

THE friendly informality of Cedric Adams' newspaper column and news broadcasts have long made his name a household word in Twin Cities homes. Today, a national TV and radio personality, Cedric's easy, comfortable manner and broad smile have won millions of new friends across America.

Recently he built himself a new home in Minneapolis. It was designed from stem to stern for pleasant living. The heating system received the special attention it required in a home of this type—zone control of different living areas to maintain ideal temperature conditions in all rooms at all times.

The Adams home has four properly located Honeywell thermostats. Some homes require but 2, while larger homes may require 5 or more thermostats, depending upon the number of rooms, area of ground covered, exposures to sun or storm. But most larger homes can't get along comfortably on one thermostat. The home you are planning is probably one of them!

In any event, before you start building, discuss the point with your architect, heating contractor or engineer. Or, mail the coupon for the informative Honeywell booklet, "10 Ways to Heat Your New Home." It's worth getting.

This Home Has **FOUR** Thermostats

1. In the Recreational Area
2. Also in Recreational Area
3. In the Living Area
4. In the Sleeping Area



ELECTRONIC CLOCK THERMOSTAT
Automatically lowered night temperatures may be provided for each zone, for additional convenience and fuel economy.

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FIRST IN CONTROLS

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The most thoughtful Gift of all

So welcome! . . . So peaceful and musical! . . . this thoughtful NUTONE DOOR CHIME gift. A cordial Christmas greeting! A cheery year-round welcome for visitors and friends.

This Christmas, give sweet-sounding NUTONE DOOR CHIMES. For the home you love. For the homes you love to visit. NuTone is the practical gift . . . so low in cost . . . so easy to install. Your friends will remember your NUTONE CHIME gift *every day of the year* . . . because you'll help them get rid of nerve-wracking, old-fashioned doorbells and buzzers that startle the whole family.

NUTONE *Chimes*





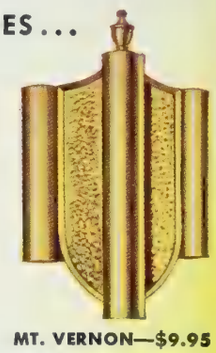
NUTONE presents the world's most distinctive Chime Clocks . . . with these four *exclusive* features: 1) *Automatic* chime shut-off all night; 2) Complete chime shut-off at turn of knob; 3) Volume control; 4) All-electric striking mechanism. "THE STUART" (illustrated above) in dark or blonde mahogany—$89.50. Three additional wall and mantel Colonial cabinet models from $89.50 to $149.50 plus tax. All clock movements by TELECHRON. For sale at leading Jewelers.

NUTONE DOOR CHIMES...

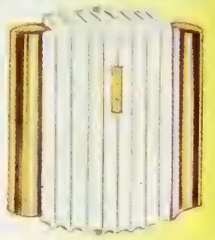
THE CONTINENTAL (shown above) adds quiet beauty and distinction to any living room or hallway. Smart ivory plastic cover . . . three graceful satin-brass tubes...two notes for front door and one for rear—$12.95.

See all 14 NUTONE styles—Colonial and Modern—a model for every type of room. For sale at Department stores, also electrical and hardware dealers.

Several NUTONE styles have the door chime combined with hall and kitchen clocks (Telechron movements). Others are White and Chrome—or Ivory and Brass. $3.95 to $69.95.



MT. VERNON—$9.95



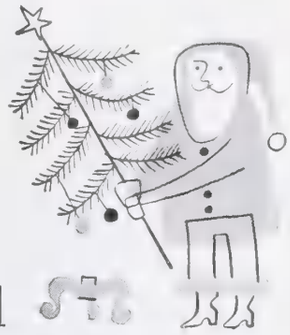
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Send for FREE 4-color Booklet.

NUTONE, INC.
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Six good and easy Christmas Cookies

by Florence Paine Rollins

Stuffed Cheese Dreams: Blend ¼ lb. grated, sharp Cheddar with ¼ lb. butter. Work 1 cup flour, combined with ⅛ tsp. cayenne and pinch salt, into cheese mixture. Roll dough thin, cut into 2" circles. Enclose a stuffed date in each (or stud with a nut-meat and bake flat to serve with wine). Bake at 400° F. until lightly browned. Dust with powdered sugar while warm. Yield: approximately three dozen.

Black Walnut Chews: Blend 8 oz. package of piecrust mix with 1 cup light-brown sugar. Thoroughly blend into mixture 1 well-beaten egg combined with 1 tsp. vanilla. Roll dough ⅛" thick (¼" for chewy cookies). Sprinkle with one cup of chopped nuts, and press them in with rolling pin. Cut into 2" rounds or fancy shapes. Bake at 375° F. about 15 min. Yield: about 75 cookies.

This, and foregoing dough can also be formed into a roll, refrigerated, and thinly sliced for baking as wanted.

Molasses Pressed Cookies: Stir into 1 beaten egg 1 cup sugar, 1 cup Brer Rabbit molasses, 2 tbsp. milk, and ½ cup melted margarine. Add to mixture 3 cups flour, 2 tsp. baking powder, 1 tsp. baking soda, pinch of salt, which have been sifted together. Blend well and chill. Dispense chilled dough on slightly greased cooky sheet (1" apart) with cooky press. Cool on rack; store in covered tin box to keep crisp. Yield: five dozen.

Holiday Nuggets: Combine 9 oz. package None-Such mincemeat and ½ cup water in saucepan. Cook until water is absorbed. Add ½ cup raisins. Cream 1 cup white sugar and ½ cup brown sugar into 1 cup shortening, beating until well blended. Beat in 1 well-beaten egg, then mince-meat mixture. Add and blend in well, 3 cups sifted flour, resifted with ½ tsp. salt and 1 tsp. baking soda. Drop by teaspoonfuls on greased cooky sheet. Bake at 400° F. about 12 minutes. Yield: about six dozen.

Crackles: Beat 2 egg whites until stiff. Fold in mixture of 1 cup rolled graham-cracker crumbs, ⅔ cup sugar and ½ tsp. baking powder. Add ¾ cup chopped pecans. Drop by spoonfuls on greased cooky sheet. (Be sure to leave space between each cooky.) Bake at 350° F. until lightly browned. Yield: about 30 cookies.

Chocolate Dips: Cream 1 cup sugar into 1 cup butter. Add 1 unbeaten egg and mix well. Sift in 2 cups and 2 tablespoons flour and blend well. Add 1 tsp. almond extract. Chill dough and dispense on greased cooky sheet with long, narrow form of cooky press. Bake at 375° F. until delicately browned. Dip the ends of each cooky in melted semi-sweet chocolate and sprinkle with chopped pistachio nuts, or decorate with tiny chocolate bits, or finely chopped candied cherries and citron, or colored sugar before baking. Yield: about 100 cookies.



Give yourself a gift of the finest, healthiest heat ever developed **Glassheat**



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With *Glassheat by Continental*, any cold room in your house can be transformed into a comfortably warm room in seconds by the flick of a switch. And the heat you enjoy is the same radiant healthful heat that we get from the sun.

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"We found that no other type of heating giving controlled heat in every room could be installed at as low a cost as Continental Glassheat Panels. Comparing Glassheat with other types of heat, we found that nothing could compare with the feeling of all-around warmth and the absence of cold and warm zones." Signed: W. E. Morris, Birmingham, Ala.

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PAMPER YOURSELF WITH A PRACTICAL PRESENT

CONTINUED FROM PAGE 154



■ The serving table, above, combines working top with shelves, locked cabinet for bottles, a lined silver drawer and good casters for easy moving. Designed as a bar table, it is also a highly practical piece in a nursery. Use, too, as an auxiliary catch-all for magazines. All mahogany in blond finish, it is made by American of Martinsville.

PHOTOGRAPHS BY WILLIAM HOWLAND



■ Set up for activity, see what a lot of workable space is provided for the making of drinks and dispensing of hors d'oeuvres. Notice stain-proof glass top for cutting fruits, the handy towel racks and drawer for gadgets or silver. Towels from Martex. Cocktail napkins, wooden scoop and plates, courtesy of James McCutcheon and Co.

PHOTOGRAPH BY BILL JACKSON





• What appears to be three drawers in this traditional side table is really one deep filing cabinet. Shown here as sewing table with patterns, booklets, folders of clippings, all in neat, easy-to-find arrangement. Or use it for general household papers, or as a bedside table. Leather goods, Laura Lee Linder Div. of Eaton Paper Corp. Lamp, Tower Craftsmen. Clock, Semca Clock Co. Chair, courtesy Mayhew Shop. Carpet, Bigelow-Sanford. Table is made by Brandt Cabinet Works.

EVERYDAY OBJECTS CAN BE FINE ART

CONTINUED FROM PAGE 160

the rolling, velvety lawns of wealthy had no virtue at all. leanwhile, a great deal of what called "art" was equally use- : it was dull in color, monot- is in subject. Consequently, it rarely looked at, and it served possible purpose except as a bination diploma and bank ment which, framed on one's s, certified that one had Cul- and Capital.

rtists, hurt by the fact that appeared to have no place in new society, and repelled by ugliness they saw at every withdrew into their ivory rs. They became self-appointed h priests of beauty" as it were, ing out pictures and sculptures hich many, in truth, were made he "culture market" as badly (and more dishonestly than) machine-made gew-gaw created the masses.

few of them, taking their cue similar ventures started in and by such distinguished es as John Ruskin and William is, attempted to fight mecha- ion with the establishment of an arts and crafts movement. No object, they said, was unworthy of the artist's attention, and in this course, they were right. But they were thinking primarily of the artist as producer, who, through working with his own hands and directly with his material, would thus have restored to him his native dignity. The machine, they felt, was an enslaving abomination, for, as one of the best-known of them, Elbert Hubbard, phrased it, "the curse of the world is joyless labor."

Thus despite the desultory efforts of the few high-minded arts-and-crafters headed by Ruskin, Morris, and Hubbard, both artists and public played their parts in the estrangement of art and usefulness. Therefore, it is not surprising that changed attitudes of both artists and public are reflected in the contemporary revival of fine craftwork for everyday use.

Paradoxically, it is the machine, having first dulled public appreciation of fine handwork, which is now responsible for turning our taste back to it. For the develop-

(*Continued on next page*)

MAKE THIS THE BEST CHRISTMAS!

Story & Clark



Remember your childhood, and your hunger for music . . . for the fun and the glory of being able to play the piano?

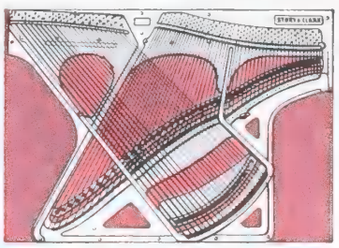
Give your child this priceless lifetime gift, for Christmas! Give her a breath-taking new Story & Clark piano, and the easy modern lessons that make learning *fun!*

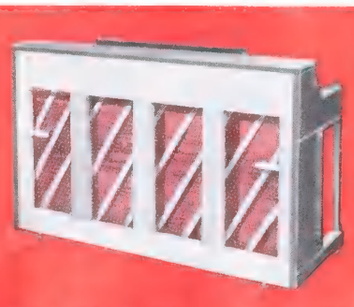
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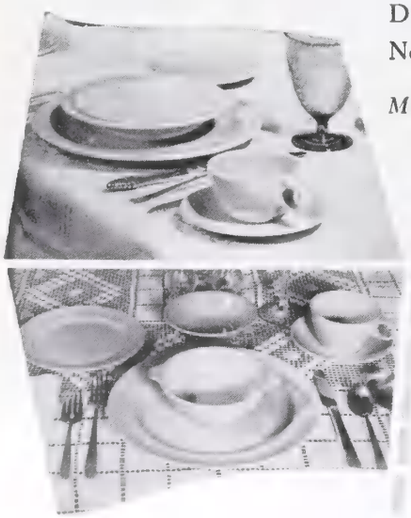
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PHOTOGRAPHS BY TOM YEE

The textures of one-of-a-kind ceramics and hand-woven fabrics can relieve the sleekness of practical modern furnishings. Left to right: vase by Anne de Carmel; semi-translucent casement cloth of natural linen with chartreuse overplaid by Isabel Scott; vase by Beatrice Wood; plate by Alexander Giampietro; ash tray by Phyllis Blundell.

EVERYDAY OBJECTS CAN BE FINE ART

CONTINUED FROM PRECEDING PAGE

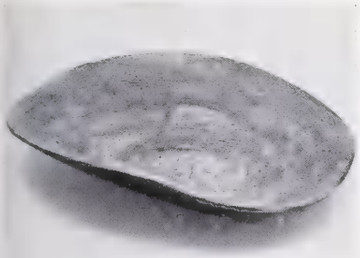
ment of machine production inevitably brings standardization, the natural enemy of the human impulse for individual expression. When standardization brings economy, greater efficiency, greater durability, it is quietly accepted. Few of us would object to owning an automobile exactly like our next door neighbor's if we were convinced that particular model was the best one available for the price we could afford to pay. Gradually the same thing is coming to be true of our homes—especially in respect to the larger pieces of equipment and furnishings which represent major expenditures.

But the urge for individual self-expression is still with us. It is even intensified by the prevalence of standardized machine-made objects, much as we value their excellent performance. We have begun to feel the need of a psychological safety-valve which will retain for us, within the framework of our mechanized society, some tangible link with a world where human efforts are expended on a more creative operation than the turn of a screw in a dynamo. So, although we would not sacrifice the mechanical efficiency of our refrigerators, our television sets, or our sofa beds, we realize that it does not take a machine to make an efficient ash tray, a lamp base, or a salad bowl. In selecting these, we can be as individual and unique as it pleases us to b

Our insistence on easy hous keeping also has something to d with our newly awakened appreci tion for the craftsman's art. S many of the new, easy-to-care-f materials for walls and floors an furniture have a sleek, hard aspe that cries for texture and so gradations of color to relieve the cold regularity. But we would n dream of cluttering up our roon with the hundreds of little figurin and souvenirs that grandmothe two maids dusted everyday. In the place we want one or two fine made objects with the ever-chan ing, never-tiring qualities that ma a real work of art.

A third factor that seems to ha stimulated the layman's appreci tion of contemporary craftwork the tremendous increase in cra activity among amateurs as a ho by, and among convalescents as form of therapy. An ex-G.I. w was taught to weave while still a hospital bed, and a stenograph who has learned at her lo Y.W.C.A. the patience it takes wash enamel glazes, are both m likely to understand and value fine piece of craftwork than th would have been before they h tried it themselves.

Meanwhile, the artist's attitu has changed too. Increasingly, modern painting and sculpture, emphasis of the artist has been the form rather than the litera



A shallow free-form ceramic bowl with green and black glaze by Rankin.

sentimental, or picturesque content of what he was creating. As a result, we have grown accustomed to and learned to value on its own terms, an art in which imaginativeness of color, perfection of proportion, harmony of shape, interest of texture, have counted for more than subject. Whether it is this change in our art orientation which has opened our eyes to the beauty in primitive art, or whether it was a new appreciation of primitive art which led contemporary artists to think in abstract terms, is a moot question.

Whatever the cause, the result has been a steady narrowing down of the machine-age rift between objects of art and of use. For the formal beauties lying in harmony of line, color, shape and texture apart from any consideration of subject are as readily achieved in an object of use as they

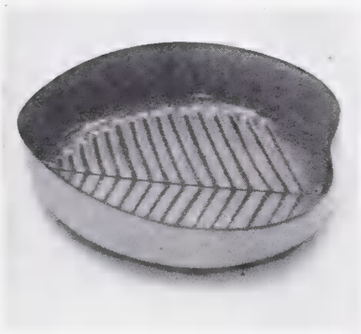


Cigarette set with fir tree design enameled on copper, by Claire Wyman.

are in any painting or sculpture.

There are some Deep Thinkers in the arts who will go so far as to tell you that there can be far more profound revelation of the riddles of the universe, of human sensibilities, of instincts and tensions, in the proportions and purity of a Chinese bronze bowl than in a painting in which these express themes are superficially projected in terms of specific theme or obvious symbol.

This is not to say that many of our contemporary artists go along in this line of thought: that they are modeling pottery bowls or fashioning silver boxes because through the making of such objects they



Ash tray of enameled copper in orange and yellows by Myra Keram.

feel they can best express their innermost reactions to life and the world. Nevertheless, hundreds of American painters and sculptors who superciliously used to dismiss the arts and crafts idea as productive only of "arts and ends" are now busily engaged in making objects of everyday use without apology, without humility, without feeling that this is a necessary sacrifice at the altar of Mammon. They have discovered that there can be as great a challenge and satisfaction in making a handsome cigarette box as there can be in painting one more version of a familiar landscape, one more arrangement of flowers in a bowl.

(*Continued on page* 194)



The Rebecca Thorpe Chair

A delightful solid mahogany chair for the period living room of today. The design is a reproduction of a chair produced during the Adam period late in the 18th Century. The carving is beautifully done and this chair will prove a joy to lovers of the old pieces.

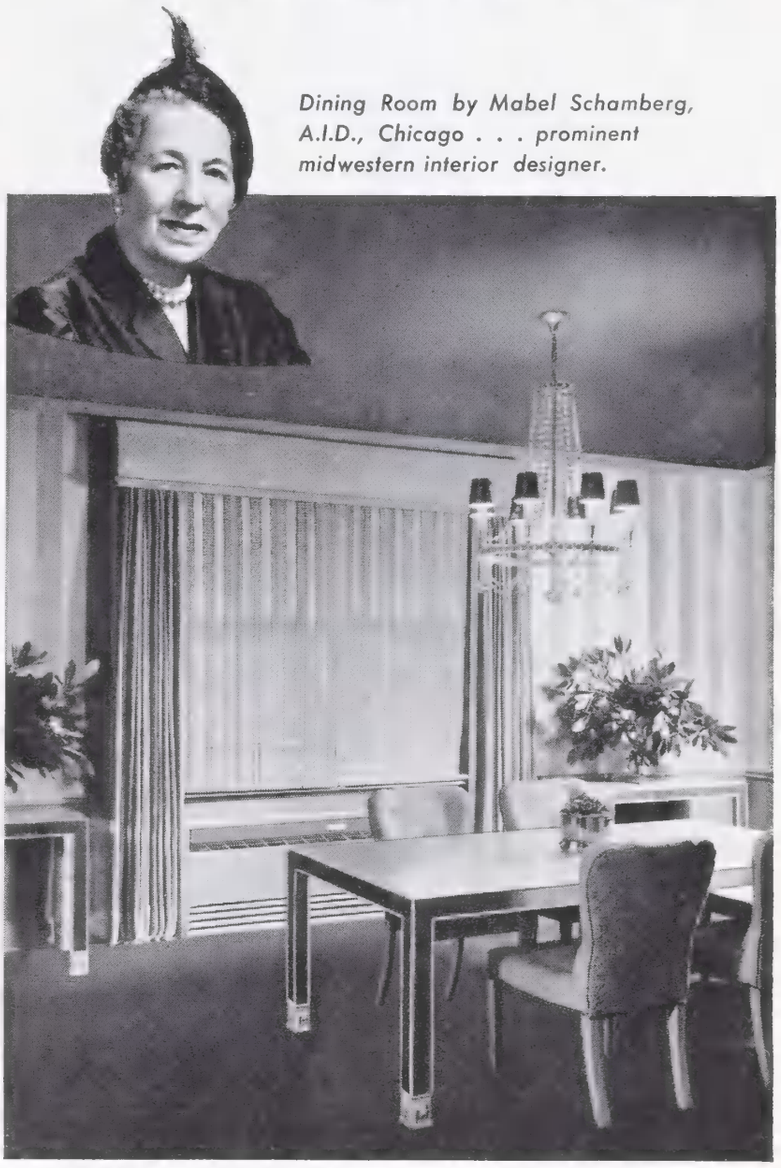
A decorator chair

by

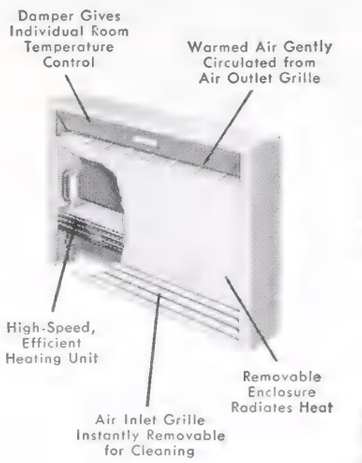
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CHRISTMAS COMES TO US FROM ALL OVER

CONTINUED FROM PAGE 119

fashion, from as many lands and cultures as America herself. Many of them had their beginnings in pre-Christian times, are tangled with the holiday observances of Judaism and the pagan feast-day goings on of ancient Babylon and Rome. The rites of Saturn and the Norse gods and the Druids are sometimes involved. But whatever the origins of the external trappings of Christmas, time and the wonderful alchemy of the Christian meaning of Christmas have knit them all together into a celebration that follows a pretty similar pattern the world over. It adds up to a rather remarkable, anthropologically sound brotherhood of man. For peoples sort of assimilated Christmas as it came their way through the centuries, adding to it their own local customs, without altering its broad form.

America was at the receiving end of a long line of such amalgamations, which is why our celebration is peculiarly rich. We enjoy something of everybody's Christmas, further adapting it to our own tastes and talents for celebrating.

Even if the Puritans started out by being anti-Christmas, there were some pros to the south, a group of settlers with cavalier leanings who took a giddier view of life. They acknowledged the feast primarily with church services, but we can probably thank them for eventually reviving such old-country traditions as evergreen garlands, the yule log, wassail, caroling, and general wining and dining. These had been outlawed in England by stern Mr. Cromwell, who considered church feast days papish nonsense which detracted from the importance of the Sabbath itself. But the celebration, which England had been enjoying vigorously since the Middle Ages, merely went underground until the merrier-minded Stuarts came back.

From England we also inherit plum pudding, mince pie, holly (its thorns trap the evil spirits), and mistletoe, which was considered sacred and curative by the Druids. The general concept of festival stems from the Roman Saturnalia which happened to coincide with the date of the Christian feast. The celebration on December 25th started in Rome between 336 and 353 A.D. The garlands with green boughs, the exchanging of gifts, the lighting of candles, the feasting, visiting of friends and calling of good luck greetings are Saturnalia hangovers, and if you want to be most precise you can track these customs back to Mesopotamia.

In the Norse countries the Christmas season coincided with the feast of the winter solstice, a joyous occasion in those wintry lands because it meant the promise of spring and light. The evergreens here symbolized summer and life and the living spirit which protected against the evils of winter. Mixed with this was a sort of harvest festival, which was celebrated with plenty to eat because the herds had been thinned out before winter and the problem of how to feed them set in. This is where the boar's head got its start (now reduced to a pig with an apple in its mouth), for during that festival the boar, an important source of food, was honored by having his head cut off, roasted, and ceremoniously carried in to the feast.

Where did we get the tree?

We Americans appear to have acquired the Christmas tree and its trimmings from the Germans. It is not the age-old custom in this country which you might imagine. Moravians in Bethlehem, Pennsylvania, celebrated in 1747 with a pyramid of green, decorated with candles, apples, and verses. That sounds like a beginning, but

---

The well-loved symbols of Christmas shown on pages 118 and 119 come from the following sources:

Antique tree trimmings: glass grapes, sandwich glass ball, kid boots, and glass birds, courtesy of Carl Federer.

Crèche, courtesy of Guild Studios.

Candles, Will and Baumer.

Holly wreath, courtesy of L. J. Charrot Co., Inc.

Plum pudding, Guernsey House.

Marzipan, Christmas cookies, and gingerbread house, courtesy of Geiger Vienna Pastry Shop.

Christmas felt stocking, William Streeter.

Decanter and sherry glasses, "Harcourt," Baccarat & Porthault, Inc.

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until the middle 1800's you hear only of isolated Christmas trees, all of them engineered by a German hand, usually that of a political exile who carried with him a yen for his homeland's Christmas. Fort Dearborn, Michigan, is said to have had a tree in 1804, a German professor at Harvard trimmed one for his little boy in 1836, and in Williamsburg, Va., they still celebrate charmingly the lighting of the first Christmas tree ever trimmed there about 1840 by the German tutor of the St. John Tucker children. There was a tree in Paris in 1840, too. Prince Albert was responsible for the first tree in modern England in 1841. How much this influenced America, who can say, except that by 1851 there was a Christmas tree salesman plying his trade in New York City.

The concept of the tree is very old. In 1561 in Alsace they had to pass an ordinance limiting the size of trees the burghers cut down for their celebration. There's a report that Henry VIII celebrated a Twelfth Night pageant with a tree of gold hung with roses and pomegranates. A travel book of 1605 mentions the way the residents of Strassburg set up fir trees in their rooms and hung on them apples, wafers, gilt, sugar, and roses cut of many-colored paper. (Where the paper came from the writer doesn't say.) And in 1740 a German divine remarks scathingly—about these same merry-making Strassburgers—that they are more concerned with their fir trees hung with dolls and sugar than with their church.

Let us not moralize but reflect that it's quite a coincidence that these trees are trimmed with ornaments remarkably similar to the kind we use—shiny, sweet, of fruits and flowers. The apple, we suspect, suggests the Adam and Eve episode and the Tree of Life, and as a matter of fact, some trees in the eighteenth and nineteenth centuries had little figures of our first parents under their branches. Shops in Hamburg sold them. The basis of the fruits and flowers, however, is probably the legend, carried into Europe by an Arabian geographer, that at the nativity the trees of the world burst into fruit and bloom simultaneously. The business of putting the presents under the tree and thus making them part of the decoration seems to be purely English and American.

Who was Santa Claus?

This remarkable fellow as he is

(*Continued on next page*)

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CHRISTMAS COMES TO US FROM ALL OVER

CONTINUED FROM PRECEDING PAGE

known to American children is a combination of many things. Our Dutch settlers introduced him as Saint Nicholas who comes secretly on the eve of December 6th to bring gifts to the good children and a switch to the bad. We Americans have changed his clothes from the vestments of a bishop to a fur-trimmed red outfit with boots, and we've moved his visit up to Christmas Eve, but that is nothing compared with the liberties the ages have taken with his personality and appearance. The historically pure Saint Nicholas seems to have been a pious and wealthy young man of Asia Minor who became Bishop of Myra in the Fourth Century. Extremely generous and very modest, he delighted to give help where it was needed, but always anonymously. He is a patron saint of sailors, travelers, merchants, pirates, Russians, Laplanders, pawnbrokers, and of unmarried girls, to say nothing of his well-known role as protector of children.

One of his most spectacular feats foreshadowed the role he plays in Christmas. It had to do with saving the three daughters of a poor nobleman from slavery, by quietly leaving, under cover of darkness on three different nights, a bag of gold for each so that she could face the future proudly with a nice fat dowry and good prospects of a husband. Legend has occasionally changed the details of the story. One version is that the saint threw the gold down the chimney so that it landed in the shoe of each maiden. Do you see where that brings us?—to the good old stocking custom. And if you've lived with the right kind of parents, there has always been an orange, or ball of gold, in the toe. (Those three bags of gold not only became oranges, but long ago turned into the three gold balls of the pawnbroker, supposedly a sign that anything left with him was under the protection of Saint Nicholas.)

Saint Nicholas started out as a thin ascetic bishop, an unquestionable introvert. But as his story crossed Europe and went north, he became identified with a rambunctious chap called Woten or Odin, the vigorous chief of the Norse gods. He rode a white horse, wore a flapping hat and a flowing traveler's mantle. By association, St. Nicholas gained weight and became a bluff, hearty fellow. In North Europe the horse, the hat, and the robe are still his marks. In Holland he still wears his mitre and vestments. In Norway he picked up his reindeers and sled and a helper called Kris Kringle—actually a derivation from the German words for Christ Child—Krist Kindlein. And in America he seems to have grown plumper and rosier, uses a nickname (no pun intended), is sometimes called Kris Kringle himself, and sports an outfit that baffles research.

This rosy-cheeked old fellow attired in red seems to be the visual creation of Thomas Nast, the American cartoonist. And, according to *The Night Before Christmas*, Dr. Clement Moore, its author, saw eye to eye with Nast.

The Crèche and the Carols

Saint Francis of Assisi is thought to have arranged the first nativity scene as a token of Christmas, setting it up in a church in Greccio, Italy, so that the story could be more graphically presented to the people. Remember, this was in 1226 in the days before the common use of books and pictures. This not only started a tradition which really replaces the tree in Latin countries as a symbol of the season, but it seems to have inspired the Christmas carol.

In France and Italy, the carol was a kind of dance—a dance in a ring. Early carolers apparently fitted to its melodies the words that told about the scene they had witnessed, simply, naïvely, unselfconsciously. And that would account for the merry tempo and the naïve, primitive simplicity of the carols as they have come down to us.

England took a long time to get over the Puritan taboo on Christmas. Charles Dickens, who wrote so gaily and enthusiastically about Christmas merriment in *A Christmas Carol* and *Pickwick Papers*, probably had a great deal to do with the revival of the old customs. Certainly Americans for years have associated festivity with the coaching, waistcoated gentlemen and bonneted, bemittened ladies of his era who used to show up so regularly on our Christmas cards.

Who started Christmas cards?

The British seem to be responsible for Christmas cards, although the idea of sending greetings to friends at the holiday season even has a Saturnalian precedent. The

first card is supposed to have been sent in 1846. There is a story that a Scotsman started the whole idea by having cards printed in 1841 with New Year's greetings to his friends. In any case, we Americans adopted the card with our usual eagerness to do things up brown, and today the Christmas card custom has come to be one of our most prevalent.

It's interesting to see how one tradition can lead to another. To wit, the Christmas seal. Each year more and more people feel that they haven't quite fulfilled the tradition of sending a card if they haven't finished off the envelope flap with a little sticker that represents the true, helpful spirit of the season. The stamp is sold, as everybody knows, to raise funds to combat tuberculosis, and the records of our TB eradication since the sale of these stamps started in America in 1907 is ample proof that they've done a lot more than brighten up envelopes and Christmas packages.



■ We inherited the idea of the TB Christmas Seal from Denmark

But what lots of people do not know is that the Christmas seal was started in Denmark in 1904 by Einar Holboell, sold in both Denmark and Sweden in that year, and has since become a worldwide anti-TB movement.

Christmas Candles

There's a possibility that our custom of the Christmas candle may be a carry-over of the old Jewish feast of light or Chanuckah, which coincides with our Christmas season. This is a nine-day feast during which candles are set in a nine-arm candlestick, one candle lighted each day, until at the end of the period the whole row is blazing with light.

But it is certain that the candle in the window, lighted on Christmas Eve and large enough to last through the twelve nights of Christmas, is a custom that could have come directly to America from Ireland, Austria, or Finland.

All our Christmas candles, whether they are used generally or set ceremoniously in the window for the whole season, actually are carrying on the Christian idea of lighting the Christ Child on his way so that the spirit of Christmas may eventually enter our homes. It's a switch, no doubt, from the old pagan thinking that the more light you have the less chance the evil spirits will have to get you.

Why do we ring bells?

Christmas bell ringing, which doesn't usually go much farther with us than a strap of jingle bells on the front door or a brace of artificial decorative bells hung in a doorway, is another one of those traditions that could be tracked down to the Romans, then traced to the Norsemen. The bell was a pretty handy noisemaker to have around in case of evil spirits' closing in. Noise had played a big part in the old pagan celebrations —and definitely plays a tremendous part in our own New Year's exorcising of last year's demons— so Christmas too was celebrated with as much racket as possible. It was the English, though, who made the bell count. We probably inherit its symbolism from the old English "Devil's Knell." For one hour before midnight on Christmas Eve, they would toll the bell to announce the death of the devil. Then at midnight, great joyous peals would signal the birth of Christ.







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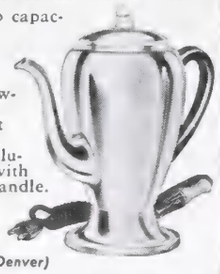
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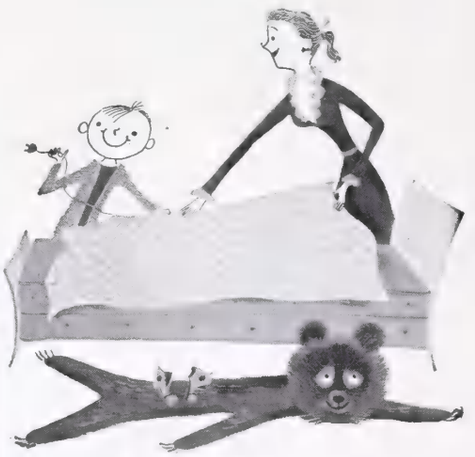
Take It Easy, Lady!

First aids to easy housekeeping make the best possible Christmas gifts, simplify your Christmas shopping, too

by Charlotte Conway



Here's a gift guaranteed to please every member of the family and all their friends of any age. For with the new Westinghouse square waffle baker you can have waffles for all, practically at the drop of the batter. It makes four man-size—and we mean man-size—waffles at once, so unless there is an enormous crowd, nobody will have to wait too long. One of the best things about it is that the grids are pre-treated with a new silicone compound, so Mother doesn't have to worry about greasing them or breaking them in. What's more, the grids can be washed indefinitely without losing their practical finish. Waffle baker has a 1150-watt element, AC only.



For that friend who "has everything," have you thought of an electric sleeping pad? It's warmth will bring comfortable relaxation and that means a restful sleep. The Dormay electric pad looks much like any mattress pad, and is used in the same way over the mattress and under the lower sheet. Since heat rises, this arrangement assures a gentle warmth for the sleeper, only 1½° above normal body temperature. A light blanket or sheet is all that is needed to trap this warmth, which is automatically controlled so pad will not continue to build up heat. Single- and double-bed sizes; AC current only.

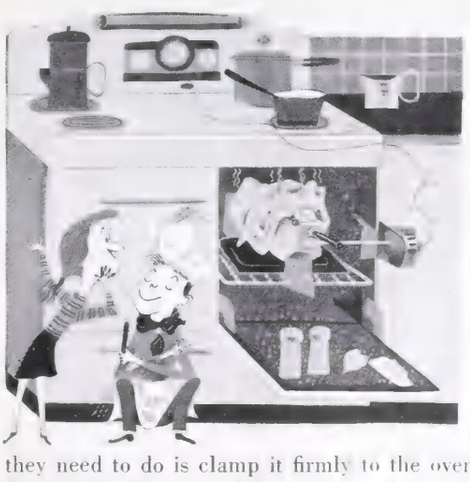


When is a mixer a masher, a whipper, a beater, a creamer? When it's an Osterett! This little portable electric mixer is really little, only 6½" long. 2-7/16" in diameter, to fit the hand like a glove. The two beaters themselves are 6¾" long. It can be used in a container as small as a drinking glass, as large as you please. It's powerful motor assures good mixing for heavy batters as well as light. White plastic case, stainless-steel beaters. AC or DC.

DRAWINGS BY KELLY OECHSLI



What better gift to the busy housewife than extra time and energy? That's what you give her when you select the Universal Stroke-Sav.R iron. For it's so shaped and sized that it covers about 1/3 more ironing surface than usual, which means fewer strokes in less time to do a given piece of ironing. Moreover, it works backward and sideways as well as forward. Also, it has a wide sloping bevel all around the sole plate to slide around buttons, get into tiny ruffles on children's clothes. With all this, it weighs only 3¼ pounds.



Those friends of yours who are fiends for barbecuing, now can indulge their hobby all year round. If they have a Crosley electric range, just give them the new Crosley rotary barbecue. All they need to do is clamp it firmly to the oven rack, and they're off! Now the broiler unit of the range works much like a charcoal fire, to barbecue meat, fish, fowl, and even turkey up to ten pounds in weight. And the food is cooked in about half the time usually needed to cook the same food in the oven. Cord plugs range into convenience outlet.

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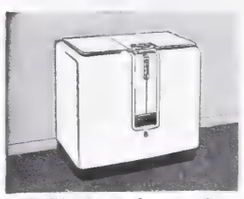


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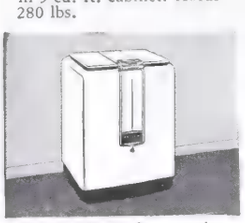




EH-121—Illustrated above



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A WORLD OF NEW DESIGN

CONTINUED FROM PAGE 169

But the most exciting buildings are the new modern ones. Even a blasé New Yorker, used to Rockefeller Center and the United Nations building, will whistle with amazement at Rio's skyline.

THE way to see Rio for the first time is from the air. From your airplane you get a view that is unequalled in air travel. If you have flown across South America from Peru with Braniff Airways, then your first view of Rio comes as the climax of a day of spectacular scenery of the Andes. You leave Lima after an early breakfast, fly down the coast to Arequipa, over one end of Lake Titicaca (famous because it is the highest lake in the world navigable by passenger steamers), and pass high over La Paz, the capital of Bolivia. You rub elbows with one of the highest volcanoes in the world, glide past dozens of snow-covered peaks, peer down into seemingly bottomless canyons and then fly over the great plains of western Brazil. Anyone with a camera can get remarkable pictures from the airplane windows. Few flights can match the magnificence of the Lima-Rio trip in a comfortable DC-6. Air travel has made a South American vacation possible to those who have as short a time as two weeks for their trip. For you can leave home one day and be in Lima, Rio, or Buenos Aires the next.

Parenthetically, it should be added that combining a trip to Peru with one to Brazil is not as illogical as it appears to those who haven't studied maps. For Peru is due south of eastern United States and a natural stop on the way to either Rio or Buenos Aires. Braniff's fast service from Chicago and the central part of the U.S., feeding out of Dallas, Houston, or Havana, will come as a pleasant surprise to travelers who haven't become familiar with all the ways to get to South America.

After the first surprise of Rio's beautiful natural setting, the second shock comes from the number of new apartment houses. There seem to be hundreds of them—tall, sleek, and with many balconies. These balconies are the first clue to Brazilian climate control. For they not only provide city dwellers with a small outdoor living room, but the floor of each balcony is a sun shade for the windows of the apartment beneath.

As you taxi about the city, you'll see dozens of variations of sun shades. They are of wood, metal, canvas, tile, concrete, bamboo, or straw matting. Some are horizontal, some vertical. Some are fixed in one position, others can be rolled up and down, adjusted like Venetian blinds or manipulated in other ways.

Brazilians are well aware of two facts that we are only beginning to learn: 1. An outside shade is more effective for heat control than an inside window shade. 2. A breeze is a must for comfort in moist heat.

Typical of the fresh design of Rio is Lucio Costa's apartment house pictured at the opening of this article. Although the entrance is on the façade shown in the photographs, that side is really the back of the house.

Another, but much smaller, apartment house of interest is one at 1267 avenida Copacabana, done by the Roberto brothers. They have protected their tenants from sun and sky glare by shades that can be operated from both top and bottom of the windows, to shut out even the horizontal rays of the rising or setting sun.

NEARLY all streets in the better residential areas could serve as a lesson in ways to keep out the sun. Windows often can slide horizontally, with glass being replaced by louvered shutters. Unfortunately for the visitor, many of the best details must be seen from within the apartments to be appreciated.

Most publicized of Rio's large buildings is the Ministry of Education and Health, completed during the war. Six Brazilian architects designed it, with the famous French architect, Le Corbusier, acting as consultant. It is a narrow, 15-story building with glass on two sides—a forerunner in style of the U. N. Secretariat. One side has unshaded windows, but the other which faces north (where the sun comes from) is protected by both vertical and horizontal sun shades, which project out beyond the windows about four feet.

At the near-by A. B. I. building of the Brazilian Press Association, the Roberto brothers used fixed vertical fins of cement on the two sides that get most sun heat. The fins are 32 inches deep and set at an angle that not only keeps out sun heat but makes an attractive

light-and-shade pattern. Other new Roberto buildings with important sun-control devices are the Edificio Seguradoras in the downtown area and the I. R. B. building on avenida Marechas Camara. The newspaper, *Diario Carioca*, has an interesting new modern building with many unusual features for a newspaper structure.

While the showplaces of Rio are the new buildings, some of the most charming are the old ones. Houses going back to the more leisurely days of the past are not easy to find unless you drive around looking for them. One group you will enjoy is in an ancient dead-end square called Beco do Boticario, which is just off the rua Cosme Velho, the main route going up to the Corcovado. Here are several reconstructed old houses with beautiful private gardens that give a glimpse of how life in Rio was lived before the town began to grow vertically.

What to do in Rio

But Rio is filled with other interesting things to see besides architecture. Early in your visit you should take the short trip to the top of the Corcovado, a 2,300-foot peak from which you can see most of the city spread out below you. A pleasant way to go is by renting a car for a circular tour of the hills around Rio, stopping at the Paineiros resort hotel for lunch.

A drive along the beaches is the first requirement for Rio, which is truly a city of beaches. For this is the way to get oriented. Most visitors stay at one of the hotels along Copacabana beach, and from there a short drive by taxi takes you past the Ipanema, Leblon, and Gavea beaches which are the main residential sections.

On one of your drives go to the botanical garden, (Jardim Botanico), which is one of the world's most famous collections of tropical plants, shrubs, trees, and flowers. It is more than 140 years old and, consequently, is filled with fully grown specimens of the tropics and jungle which you could not see except by arduous travel into the Amazon jungle. This is truly a must in Rio for HOUSE BEAUTIFUL readers, for you'll see in their native habitat many of the plants we know only as delicate greenhouse darlings. What a difference!

The garden is across the street from the fantastically beautiful Jockey Club race track, and one trip could combine them. Whether you are a race fan or not, you should visit this track at least once, for there is no other like it in the world for sheer beauty.

Going to the races will also give visitors a chance to see many well-dressed Cariocans at close range. The members' stand, especially on an important holiday, is filled with Brazilian families, many with their children. Everyone is beautifully dressed, the women in clothes their dressmakers have made from Paris models, the men in beautifully tailored white suits. Between races both men and women go to a coffee bar to sip a small cup of heavily-sweetened strong black coffee.

The Gavea Golf Club is out in the same direction from downtown as the Jockey Club track. There is a good restaurant, and lunch on the outdoor porch can be a pleasant occasion. Visitors may get a temporary card at the club if they know a member. Another club is the Itanhanga.

What can you buy to take home?

When you ask either an American or a Brazilian what tourists buy to take home, the stock answer is always "semi-precious stones." There is little doubt that aquamarines, tourmalines, kunzites, amethysts, topazes, zircons, and beryls are the best buys in town. All these stones come from the mines of Brazil. They are sold everywhere—in large and small shops, by men in the street, and by the smart jewelry stores. You can buy the stones in many kinds of settings, or you can buy them unmounted. Buying semi-precious stones is like buying diamonds—you are at the mercy of the salesman unless you know what you are buying. A safe rule for unmounted stones would be not to buy them unless you know a jeweler at home who will set them for you. And when you buy mounted stones, examine the mounting carefully. Many are poorly designed and badly made.

Articles made from wood are another worth-while purchase. There are trays, boxes, chess and checker sets, lampshades, canes, and other things carved or made of inlaid designs. There are many novelties made of leather or skin, including alligator handbags and billfolds. Alligator shoes can be bought much cheaper than at home, but the best ones are made to order. Shoemakers like to have a pair of shoes to copy and will finish them in four or five days for around $10. Made-to-order alligator loafers for both men and

(*Continued on next page*)



AUSTRIA—Salzburg, home of the famed Festivals, founded by the Prince-Bishops and birthplace of Mozart.



GERMANY—Picturesque costume worn around Lake Constance, Germany's largest fruit growing district.

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A WORLD OF NEW DESIGN

CONTINUED FROM PRECEDING PAGE

women cost somewhere around $15.

Women, however, can do better than men, especially if they are staying long enough to do some leisurely shopping. Rio follows the French tradition in materials, styles, and dressmaking. The well-dressed woman has her clothes made by small dressmakers whose names she gives out only to her best friends. Even if a visiting American learns of such dressmakers, the chances are dresses or blouses could not be made in time to take back. There are some shops where fine linen blouses, linen dresses, and other ready-made things can be bought cheaper than at home. Linen blouses with fine detailing can be bought for around $20, and linen dresses for $55 that would cost two or three times as much at home. There are not the many low-priced accessories that visitors bring back from other South American countries.

Beautiful tropical butterflies can be found in many shops, in picture frames, trays, boxes, etc. But HOUSE BEAUTIFUL readers will be most likely to buy them in temporary settings to take home and mount to suit their own décor.

Where to shop

For jewelry: Mappin & Webb, 101 rua Ouvidor. Gregory & Sheehan, 2nd floor, 65 rua Alfandega. Amsterdam Lapidacao, 251 avenida Rio Branco. Maximino, rua Santa Clara 27B, Copacabana. (Ask the American Embassy about the reputation of the small shops if you plan to make a large purchase.)

For flat silver: Mappin & Webb has fine English plate, cheaper than in the U. S.

For novelties of wood, butterflies, etc.: Casa Zitrin, 110 Buenos Aires. Casa Hugo, 91 Buenos Aires. Small shops along the Praca Maua and avenida Rio Branco and adjoining streets.

For handsome shoes, purses and leather goods: Madame Lascar, 122½ Rio Branco (a tiny shop, but reliable). Men's shoe stores, several along Rio Branco.

Women's dresses, blouses, etc.: Modas-Didi, 23-A rua Senador Dantas (next to Ambassador Hotel). Rose France, on rear side of Copacabana Palace Hotel. Imperial Palace, 157 Ouvidor. Canada de Luxe, 138 A Rio Branco. (Be sure to go to second floor.)

Viennese-type handbags: Fabrica de Tapetes Feito a Mao (known as "Marquettas"), 518 Prai Batofoga.

Rio's hotels

Rio's many hotels are in two groups: those downtown in the business section and those on Copacabana beach. Hotels on the beach are best for visitors as they are cooler, quieter, and have a pleasant vacation atmosphere.

Most famous is the Copacabana Palace. It is the only hotel with a swimming pool, and that makes it the center for Rio's younger set. It has a nicely landscaped terrace on three sides of the pool where anyone (resident or not) may sit and watch the swimmers and have a drink or a meal. Most rooms at the hotel have balconies from which you can see the ocean. Prices for double rooms with twin beds are from $10 to $12 per day without food.

Adjoining the hotel is a new building called the Copacabana Palace Apartments. This is the real luxury place to stay. Most apartments have a living room, bedroom, bath, kitchen, and balcony. Prices are from $14 to $48 per day, without food.

Other beach hotels are the Regente, Olinda, Vogue, Luxor, Martinique, Riviera.

The entire aspect of Rio will change if gambling is again made legal. Much of the social life of the capital was built around the big casinos. Most fabulous gambling resort was the Hotel Quintandinha at Petropolis, some 40 miles up in the mountains. The hotel façade gives it the appearance of an overgrown Swiss chalet. But behind this bit of deception is one of the most expensively-furnished and luxurious hotels in the world, decorated by Dorothy Draper.

Even if you go up and back the same day, you can still arrange to see the town of Petropolis which is a mile or so beyond the hotel. It is Rio's chief summer resort, as its 2,700-ft altitude gives it a cooler climate during Rio's hottest weather, which comes between December and March.

Thirty miles beyond Petropolis is Terezopolis, farther back in the mountains and slightly higher, 2,950 feet. The town itself is not as attractive as Petropolis, but there are more hotels and several are in pleasant rural surroundings. Best-known hotel is the Pension Painheiros, which is a couple of



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miles outside the town in beautiful mountain surroundings.

Climate and Clothes

As with other countries south of the equator, the seasons are the reverse of ours. But Rio itself has a pleasant year-round climate. Temperature range is from 60° to 90° F. with an average of 74°. In June, July, and August women wear furs in the evening, and men are seldom seen in light-colored suits. But visitors going there from October to May must take cool clothing because Brazil's tropical climate is both too warm and too humid for heavy clothes.

Restaurants

On the whole, the food in Rio is not noted for its originality. Much is a thin version of French recipes with a Spanish twist. You can find plenty of good things to eat, but after you return home you won't be able to remember outstanding dishes of the kind you found in other South American countries. Fish is better than the meat, poultry is fair, pastries are excellent, and of course the coffee is unique once you get used to having it very black and very sweet. Often the place where you eat is more interesting than what you eat.

Get Helen Dunkhorst's *A Guide to Rio* which costs about a quarter, and can be bought at better newsstands in Rio. It names more than 40 better restaurants.

Getting your visa

You must have a visa to get into Brazil. It may be obtained at no cost from any Brazilian Consulate, and there are offices in New York, Washington, Chicago, Los Angeles, Dallas, Houston, Miami, San Francisco, Savannah, New Orleans, Baltimore, Boston, Philadelphia, Charleston, Norfolk, Seattle. Your travel agent or airline will give you advice if you don't live near these cities. You must also have:

1. U. S. passport.
2. A properly filled out application blank, which is provided by the Brazilian Consul.
3. 4 photographs, passport size.
4. A letter in duplicate from your bank or employer, saying you have enough funds for your own maintenance in Brazil.
5. A health certificate from your physician, saying you are in good health and have no communicable disease.
6. A smallpox vaccination certificate.
7. Sign a statement (provided by the Consul) that you have no police record or have been refused an earlier visa to Brazil.

How to get to Brazil:

By air: Braniff International Airways. FAMA—Argentine Airline. Pan American Grace Airways. Pan American World Airways.

By steamer: Moore-McCormack Lines, Inc., Lloyd Brasileiro Line. Argentine State Line.

GLEAM, GLITTER AND GREENERY

CONTINUED FROM PAGE 124

● Here is the way to make the vegetable wreath shown on page 124. Start with a "Styrofoam" wreath which you can find ready-cut in Christmas decoration departments. Get some sharp wooden picks from a florist shop. Put one end of the stick into a potato or white onion or mushroom. The other end goes into the wreath which is a broad circle of porous, white plastic, like frozen snow. Tie metallic leaves to sticks, and fill in around wreath. Finish with a ribbon bow.



● This native version of the familiar Della Robbia wreath is made by the boys of the California Junior Republic at Chino to raise funds to support this community of boys from broken homes. They use native materials, small oranges, lemons, apples, sycamore balls, varieties of seed pods, small pine cones, magnolia leaves. Wreaths are shipped everywhere. No two are identical.

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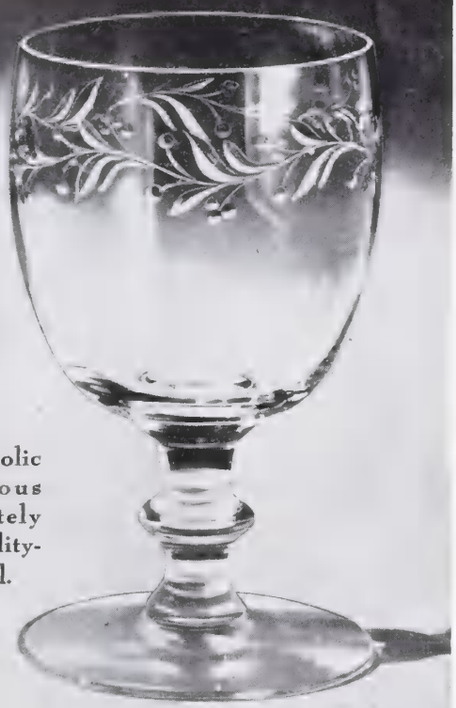
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Hanovia Ultraviolet Health Lamps are available in department stores, surgical and electrical appliance stores, and specialty shops. Showrooms in New York, Boston, Philadelphia, Detroit, Chicago and San Francisco.

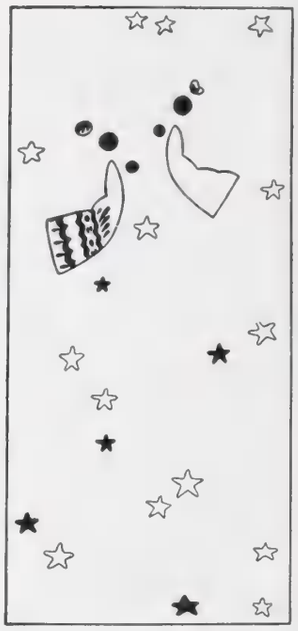
GLEAM, GLITTER, AND GREENERY

CONTINUED FROM PAGE 124

Peter Hunt's play-by-play chart shows you how to make the gay and welcoming front-door panel which you see on page 124



1. Paint the pane Admiralty blue. While it dries, practice the "basic strokes" explained at the bottom of the page opposite. Paint the motifs indicated in Chinese red.



2. Mix a little red and white paint to make pink. Use in the darkened spaces on chart. This is the procedure from now on: add each new color to the black areas on each chart.



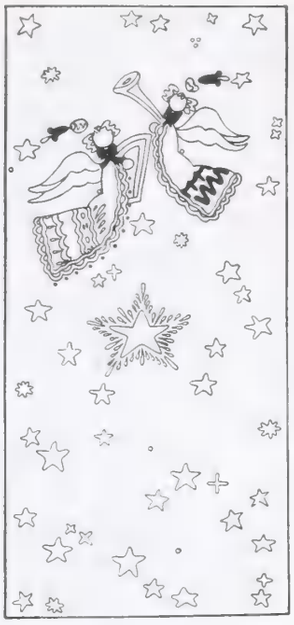
3. Primrose yellow in this step. Let each color dry until tacky before adding the next. Use this short drying time to practice "strokes." Stars, which look so tricky, are easy.



4. Mix yellow and red. Add slowly and test color. Then paint the dark areas with this orange shade. Two water-color brushes with 3/8" and 3/4" bristles are all you need.

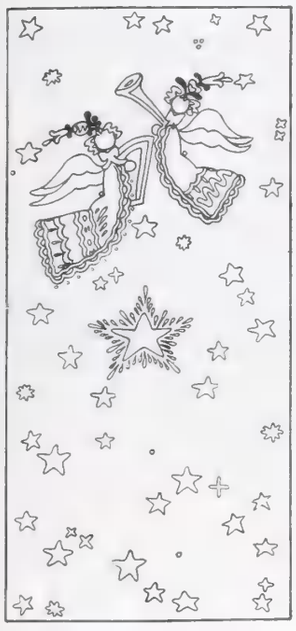


5. Add white. See how the outlines and a few scattered stars make the design stand out. Erase mistakes with turpentine. Keep a bottle and clean-brush cloths handy.



6. Mix a little Admiralty blue and white. Paint the darkened areas of this sketch with the light blue. See how each addition is really a variation of the basic "stroke."

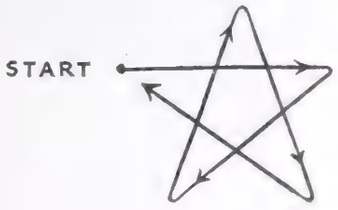
ALL SKETCHES BY MARTIN WARSHOW



7. A few touches of dark green. Don't get careless and skip even the tiny details, for they make the finished job. Don't worry about irregularities in strokes. They add charm.



8. Finishing touch: black dots for eyes and red dots for lips and cheeks. Now fasten the panel to the four corners of your door with four brads. You can remove and store it easily.





Follow the arrow to make the star outline. It's easy. Next stroke is the basic one used in all the motifs on the panel. Start with a flat brush. Gradually lift until only the point touches. It's one sweeping stroke. Short curved "basic" strokes, joined together, make the border. Peter Hunt's "Transformagic by du Pont" tells you more about painting.



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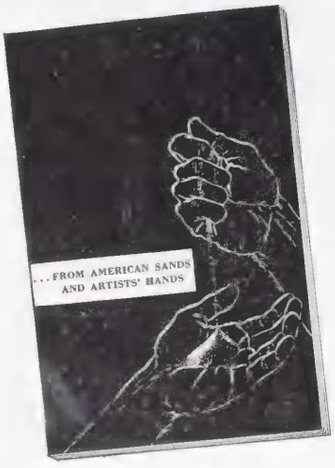
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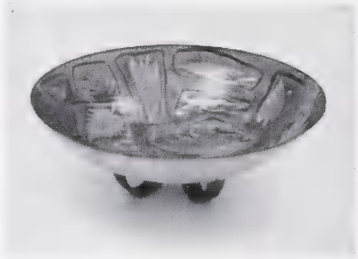
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EVERYDAY OBJECTS CAN BE FINE ART

CONTINUED FROM PAGE 181

They are satisfied to have Professor John Dewey speak for them, when he explains in his book, *Art as Experience*, that it is depth of perception and feeling in the making of a work that marks the difference between what is fine or aesthetic in art and what is not. Whether the thing made is put to use, as are bowls, rugs, garments, weapons, he says, is, intrinsically speaking, a matter of indifference.



Bowl with richly colored leaf pattern enameled on copper by Virgil Cantini.

Among the finest of contemporary craftwork available today, you will find ceramics by "fine" artists such as painter Henry Varnum Poor, who makes all of his own pottery from start to finish. Carol Janeway, who won distinction as a sculptor, has turned to ceramic tiles. There are dozens of others.

In addition, of course, there are hundreds of artists who have designed useful objects to be executed in multiple either by skilled craftsmen or by the machine. Similarly, there are hundreds of skilled craftsmen who contribute exquisite workmanship to designs created by others or inherited from past generations. Their products, being artist-designed and handmade, are often both beautiful and useful. But they do not have the same one-of-a-kind distinction, the same life-of-their-own vitality, as the work of the artist-craftsman who designs as he goes.

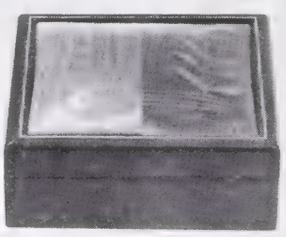
It should go without saying that the mere fact that a useful object is made by hand does not make it fine art. Today, as always, the country is overflowing with useless trash that is neither well designed nor well fabricated, even if it does *legally* rate a "handmade" label. Some of this is the work of amateurs with less talent than they think. Some of it comes out of "studios" where, too often, inferior designs are duplicated by the hundreds in an assembly-line system of hand labor.

How can you tell the difference between this stuff and the fine work of the true artist-craftsman? It is the trained eye that counts—the perception acquired by looking at hundreds of examples of the finest work as well as hundreds of the mediocre. Museums of fine art have long offered this opportunity to students of painting and sculpture. They are now beginning to offer you similar opportunities for studying fine craftwork. Museums in Wichita, Colorado Springs, Des Moines, and Syracuse, for instance, have developed intensive programs of crafts sponsorship, although there is practically no museum of any standing in the country which does not show contemporary crafts objects from time to time.

We have emphasized the number of painters and sculptors who have turned craftsmen as an indication of our changed attitudes toward the art of creating useful objects. But for every well-known artist of national reputation engaged in crafts, there are thousands of unknown workers all up and down the country quietly weaving rugs, making pottery, molding silver, forging iron. They work in big cities, in small towns, even in the backwoods, making objects of great beauty and individuality. They are necessarily small producers and few turn out enough to achieve anything like national distribution. But there are great rewards in store if you will take the trouble to hunt up those in your own back yard.

Many of them are equipped to create special pieces to meet individual requirements. They bring to the things they make something of the flavor of their own part of the country, as well as of themselves.

Generally speaking, however, regional influences are not too strong.



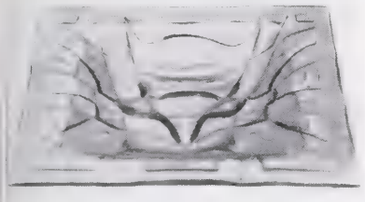
Leather-covered cigarette box with rose and gold enameled top by Carl Winter.

Young craftsmen in various parts of the country are more apt to be influenced by outstanding talents and teachers with whom they work than by local geographical or ideological factors. In California, for instance, some of the best ceramics suggest the delicacy of

material and flaring form which are hallmarks of the work of Gertrud and Otto Natzler, widely known as teachers as well as top ceramists.

Useful objects are obviously made to be used, and before they can be used they must be bought. The average craftsman is apt to be no great shakes as a salesman. For one thing, he hasn't the time. But this job has been taken over for him by a number of non-profit organizations. One is the American Craftsmen's Cooperative Council with more than ten thousand members, which operates America House in New York, and also distributes to numerous shops throughout the country.

The oldest craft co-operative in the United States—The Society of Arts and Crafts of Boston—which dates back to the end of the last century, represents more than 600 craftsmen scattered over the country and operates its own shop in Boston. New Hampshire developed the first state-sponsored handcraft organization in the country—the League of New Hampshire Arts and Crafts—which operates eleven shops throughout the state. Other states have established simi-



Shallow square bowl of aquamarine glass with irregular pattern, Higgins

lar organizations on a somewhat smaller scale. In addition, there are a number of privately owned stores throughout the country whose owners are continually ferreting out the best craftwork in their localities for presentation to the public.

The products of American craftsmen are being increasingly well received by the public because they are being increasingly well designed. There is, however, another reason. It is fundamental in the American character to want to be "different." "I celebrate myself," sang Walt Whitman. Americans must celebrate themselves, their own tastes, the differences between them. They will not be made automatons by their machines. They will buy and enjoy the fine refrigerators and washing machines turned out by their factories, the beautifully designed and perfectly manufactured furniture, the attractive, inexpensive, assembly-line glassware.

But now we have emerged from our national adolescence, when immaturity and insecurity took shelter in conformity. We will not permit our homes to be carbon copies of all others. It is part of our typically common-sense approach to all things that, having discovered that crafts objects can be simultaneously useful, beautiful, and "different," we are supporting the movement with enthusiasm and purchase.

SOURCES OF HANDCRAFTS

CONTINUED FROM PAGE 157

The handcrafts on pages 156 through 161 are shown through the courtesy of:

America House, New York. Page 156—green and gold fabric, persimmon fabric, ceramic decanter, silver flatware, ceramic tea caddy, enameled bowl, and vase. Page 157—chafing dish. Page 160—table mat, book rack, and ice bucket. Page 161—sheer linen casement weave, pewter and wood ladle.

Pacific Shop, San Francisco. Page 156—wood bowl, plastic tray, crackle bowl, cigarette box, pitcher, green ceramic bowl and plate. Page 158—plastic bowl and ladle.

Bertha Schaefer Gallery, New York. Page 157—ceramic pitcher. Page 158—ash tray, vase, and plate. Page 159—cooky jar.

Plus Studio, New York. Page 162—ceramic bowl, vase. Page 163—ceramic pitcher.

Georg Jensen, New York. Page 158—tile. Page 160—silver tray. Page 161—wooden bowl.

Swedish Modern, New York. Page 157—lamp. Page 161—lamp.

B. Altman & Co., New York. Page 156—silver salad servers.

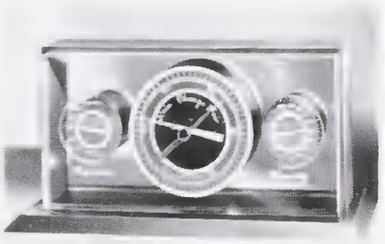
Van Keppel-Green, Beverly Hills, Calif. Page 160—candelabrum.



Give your house a present

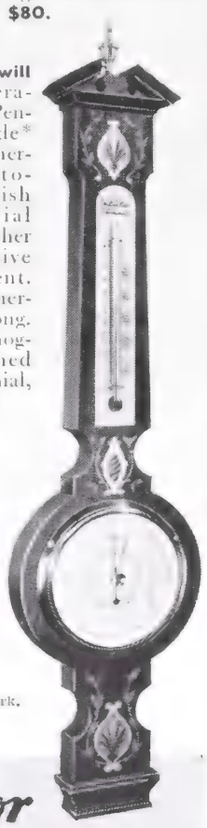


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CONTINUED FROM PAGE 159

Franz Bergmann, San Francisco
Carlis & Frederickson, San Francisco
William Carouthers, San Bernardino
The Robert Cloughs, Walnut Creek
Jean & John Dowling, Corte Madera
Mary Erckenbrack, San Francisco
Edith Heath, Sausalito
E. Houghteling, Palo Alto
Margaret Jipp, Oakland
Raymond F. Koechlin, Inglewood
Wayne Long, Whittier
Martha Longnecker, Claremont
James Lovera, Hayward
Glen Lukens, Los Angeles
William Manker, Claremont
Rex Mason, San Francisco
Gertrud & Otto Natzler, Hollywood
Polia & William Pillin, Sun Valley
Antonio Prieto, Oakland
The Rossi Reynoldses, San Francisco
Mike Romero, Bakersfield
Herbert Sanders, San Jose
Ester & John Sills, Redwood City
The Lagardo Tacketts, Claremont
Tommy Thompson & Barbara Wuest, Allied Potters, San Francisco
Homer & John Wallace, Forest Knolls
Dickman Walker, San Francisco
Marguerite & Franz Wildenhain, Guerneville
Beatrice Wood, Ojai

Enamel on metal:
Jean and Arthur Ames, Claremont
Pauline Blank, Los Angeles
Harold Elberg, Marrell Studios, San Francisco
Elizabeth Madley, Los Angeles
Jade Snow Wong, San Francisco
Ellamarie and Jackson Woolley, La Jolla

Metal:
Allan Adler, Los Angeles, silver
Gerhard Becker, San Francisco
Porter Blanchard, North Hollywood
J. H. Bullard, Redwood City
Stan Hawk, Los Angeles, iron
Ward R. Helman, West Covina
John Hofmaister, Long Beach
Peter Macchiarini, San Francisco
Harry Osaki, Pasadena, silver
Philip Paval, Los Angeles, silver
Victor S. Ries, Guerneville, silver
Caroline Rosene, San Francisco
Hudson Roysher, La Crescenta
Eddie See, Los Angeles

Glass:
Lois Bruick, Van Nuys

Plastics:
Guthrie Courvoisier, Monterey
Peter Holt, San Francisco
Freda Koblick, San Francisco
Emile Norman, Big Sur
Emmy Lou Packard, San Francisco
Virginia & Spencer Smilie, Hollywood

Hand Weaving:
Jane Barnes, Santa Barbara
Michael Belange, Menlo Textiles, Menlo Park
Trude Guermonprez, Guerneville
Haeckel Hand Weaves, Los Angeles
Margery Kinney, San Diego
Maria Kipp, Los Angeles
Maggie Maas, Mill Valley
Manfred Odhner, Berkeley
Dorothy Piercy, San Francisco
Helen Pope, San Francisco
Lark Puckett Reagan, Claremont
Margaret Riswold, Los Angeles
Grace Short, Oakland
Marion Stewart, Claremont

Wood:
A. E. Carpenter, Espenet Woods, San Francisco
Reynolds G. Dennis, Lemurian Crafts, Ramona
John Dirks, San Diego
John Heyer, San Francisco
Naomi Little, Los Angeles, gourds
Paul McReynolds, Monterey
Bob Stocksdale, Berkeley
Stump House, Eureka
Yee Wah, Novato

COLORADO

Ceramics:
Don F. Allen, Denver
Clara Hutton, Ft. Collins
Neal Putnam, Denver

Hand Weaving:
Mrs. R. G. Ellinger, Greeley
Priscilla Muchow, Denver

CONNECTICUT

Ceramics:
Nan Arthur, Cheshire
W. B. Dalton, Stamford
Albert Jacobson, Wilton
Luman P. Kelsey, North Canton
Dorothea Warren O'Hara, Darien
Ken Uyemura, Stamford

Metal:
Jovita R. Barrett, Stratford
John Darcey, Winsted
Frances Felton, Winsted

Hand Weaving:
Anni Albers, West Haven
Alice Turnbull, East Haddam

Wood:
Goncalo Alves, Salisbury
Alfred Rossiter, Redding Ridge
Donn J. Sheets, New Milford

DELAWARE

Ceramics:
Maria Hepzel, Wilmington

Silver:
Mrs. J. Burton Nichols, Wilmington

FLORIDA

Ceramics:
Charles G. Caffery, St. Petersburg

Stained Glass:
George Snow Hill, St. Petersburg

GEORGIA

Ceramics:
Beatrice Albert, Chamblee
Jean Baker, Atlanta
Hobart E. Cowles, Macon
Earl McCutcheon, Athens
Ezra L. Sellers, Athens
William Watson, Athens

Hand Weaving:
W. Stanton Forbes, Tallulah Falls
Mrs. Jay Hambridge, Rabun Gap

IDAHO

Ceramics:
Mr. and Mrs. Aldrich Bowler, Snake River Pottery, Bliss

ILLINOIS

Ceramics:
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Eugene Deutch, Chicago
Florence Dorst, Chicago
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James Teague, Chicago

Hand Weaving:
Gladys Brophil, Chicago
Majel Chance, Chicago
Frannie Dressel, Edwardsville
Marli Ehrman, Chicago
Leroy G. Kavaljian, Chicago
Julia McVicker and Elsa Regensteiner, Chicago
Grace B. Seelig, Chicago
Leonore Tawney, Chicago
Natsuko Takehita, Chicago

INDIANA

Ceramics:
Peggy Paver Beck, Chesterton
D. Johansen, Richmond
Karl Martz, Bloomington
Mary Overbeck, Cambridge City
Cleata Therrien, Richmond
Mrs. James Wentz, Richmond
Richard E. Zegler, Indianapolis

Silver:
Martha Brennan, University

Hand Weaving:
Ruth Fischer, Fort Wayne
Mrs. Sherbourne, Martinsville

IOWA

Ceramics:
Dorothy Hunt, Des Moines
La Verne Mowray, Iowa City
William E. Ross, Des Moines
George E. Rush, Sioux City

Silver:
Raoul Delmare, University of Iowa
Edward James Zagorski, Newton

Hand Weaving:
Georgie Chingren, Sioux City
Darlyne Novak, Decorah
Fern & Inez Osborn, Sioux City
L. E. Smith, Iowa City

KANSAS

Ceramics:
J. Sheldon Cary, Lawrence
Donald I. Kane, Lawrence
Joel Moss, Fort Hayes
Max Nixon, Wichita
Jack Pharo, Wichita

Metal:
Milton A. Glenn, Pittsburg
Bert O. Keeney, Pittsburg, silver
George Miller, Pittsburg, silver
Carlyle H. Smith, Lawrence, silver
Alma Skaer Taylor, Wichita

Enamel:
Virginia Kobler, Topeka

Hand Weaving:
Elizabeth Staley, Wichita
Lottie Wortman, Chanute

KENTUCKY

Ceramics:
Christine Miller, Berea

Hand Weaving:
Carolyn Middleton, Oakland

MAINE

Ceramics:
Charles E. Abbott, South Berwick
Elizabeth Crawford, Liberty
Howard Jones, Rockport
Linn K. Phelan, Saco
Rowantrees Pottery, Blue Hill

(Continued on next page)



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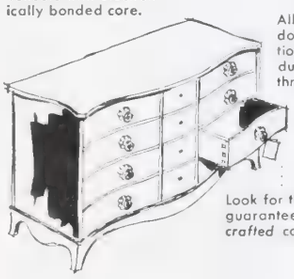


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DIRECTORY OF CRAFTSMEN

CONTINUED FROM PRECEDING PAGE

Metal:
Sara & Luther Fowler, Bremen
Charles Wescott, Blue Hill, iron

Hand Weaving:
Dorothy A. Abbott, South Berwick
Peggy Ives, Ogunquit
Eleanor Jones, Rockport
Esther Whitehouse, Cape Porpoise

Enamel:
Jayson Schoener, Georgetown

Wood:
Marge & Jay Hanna, Rockport
Edward & Marjory Sewell, Liberty
Barbara & Harold Todd, Belfast

MARYLAND

Hand Weaving:
Pauline Dutterer, Baltimore
Lloyd C. Shue, Baltimore

Silver:
Rufus Jacoby, Hyattsville

MASSACHUSETTS

Ceramics:
Katherine L. Alden, Plymouth
Norman Arsenault, Boston
David Broude, Beverly
Fong Chow, Boston
Dedham Pottery, Dedham
Mr. & Mrs. J. McDonald Eteson, Worcester
Verdelle & Bob Gray, Old Sturbridge
Walter D. Kring, Worcester
Jeb Negeim, Sturbridge

Enamel:
Doris Hall, Gloucester
Kalman Kubinyi, Gloucester

Metal:
Margret Craver, Newburyport
Ruth Elvin, Springfield
George Erickson, Gardner
George C. Gebelein, Boston, silver
William Kurwacz, Old Sturbridge
Roland Nadeau, Old Sturbridge
Mr. & Mrs. Joseph L. Sherrock, Prides' Crossing
Lester H. Vaughn, Taunton
Lewis Whitney, Rockport

Stained Glass:
Wilbur H. Burnham, Boston
Charles Connick, Boston

Hand Weaving:
Eva Balling, Auburndale
Dorothy Beck, South Wymouth
Mrs. W. Linwood Chase, Boston
Robenia Myrer Hendrich, Boston
Vincent Newton, Shelburne Falls
Libyer Stollato, Worcester
Altana Tennant, Old Sturbridge
Constance Wade, Dover

Wood:
Bill Lamm, Somerville, furniture
Walter B. Nelson, Groton

MICHIGAN

Ceramics:
J. T. Abernathy, Bloomfield Hills
Mary Jane Bigler, Detroit
Grover Cole, Ann Arbor
Evelyn Gray, Eaton Rapids
W. B. Fletcher, Detroit
Harold H. Ford, Birmingham
Foster Ceramics, Birmingham
Maija Grotell, Bloomfield Hills
Mary C. Kring, Ann Arbor
Rhoda & Carlos Lopez, Ann Arbor
Betty McBride, Detroit
Leza & William McVey, Bloomfield
Kirk Newman, Kalamazoo
Kenneth E. Peabody, Marshall
Lillian Pierce, Detroit
Stephen J. Polchert, Bloomfield
Margaret Schnaidt, Bloomfield

Hand Weaving:
Joy Lind, Detroit
Ruth Overman, Detroit
Robert D. Sailors, Bitely
Marianne Strengell, Bloomfield Hills
A. P. Webster, Plymouth

Silver:
Frederick J. Colby Jr., Grosse Pointe Farms

Wood:
Mrs. Herbert Kilner, Lansing
Robert P. Snyder, East Lansing

MINNESOTA

Ceramics:
Emma Langseth, Worthington

Hand Weaving:
Hilma Berglund, St. Paul
Mrs. Lynwood Downs, Minneapolis
June Morris, St. Paul
Virginia Nagle, St. Paul

Silver:
Ardell Thomas, Minneapolis

MISSISSIPPI

Ceramics:
Shearwater Pottery, Ocean Springs

(*Continued on page* 201)



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Here is a fresh, smart design in Modern Blenko Glassware . . . vases with a new surface texture and very pleasing shape. The taller is nine inches, the smaller six inches high. Ideal for window sill or table, the beautiful Blenko color and handcrafted form will add much to any room. Designed by Winslow Anderson, they are available at leading department stores and gift shops everywhere.

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RECORDS FOR CHRISTMAS

CONTINUED FROM PAGE 102

Quartet (V). The two latest albums of a series.

Bach: *Six Brandenburg Concerti* (3 Volumes). Fritz Reiner conducting Soloists and Chamber Group (C). All of these glorious works, splendidly played.

Those who "have everything" and want something unique

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Bach: *Bach's Royal Instrument* (2 Volumes), E. Power Biggs, organ (V).

Bartok: *Six Quartets*, Juilliard String Quartet (C). An important contribution to recorded catalog.

For lovers of the theater

Now you can get complete plays perpetuated on records: *The Cocktail Party* (Decca) and *Death of a Salesman* with Thomas Mitchell. Listening to the latter play, I thought it as moving in the living room as it was in the theater. There is also a complete *Peter Pan* with Jean Arthur and Boris Karloff (C), which, I confess, I did not enjoy but which, no doubt, children would.

The best of all of these complete show albums is, in my opinion, Gian-Carlo Menotti's *The Consul* (Decca), dramatically engrossing and musically sure and original.

The above list is one of albums only. I think you would rather give an album than a single record, although single records might make good minor souvenirs. The new unbreakable ones can be put on the Christmas tree.

MATCH YOUR GLASS TO THE WAY YOU LIVE

CONTINUED FROM PAGE 132

house. "Good" meant fancy, suitable for company and for occasional gingerly use by the family on Thanksgiving, Christmas, and feast days. But between feasts the "good" glass grew dusty-dim on the shelves. There were whole batteries of it—tottery-stemmed champagnes, port wine glasses, washbasin-size finger bowls—to name a few—which rarely saw daylight at all, save for the semi-annual cleaning-down of the closets.

This represented the same kind of thinking that distinguished the old ladies who wore calico but who kept a black silk dress in their closets just to be buried in. And it is a philosophy which has fortunately gone out the window as we have come to set less store on what is proper than on what is sensible. It is part of our natural evolution, as social and economic changes in our life have matured our customs.

Today it would be laughable to give any collection of useless objects house room, because space is limited and, measured in terms of dollars and cents, costly, and everything that takes up room must pay its way. Without servants, we must make everything we own work for us.

That is the reason why we say you can only get the fullest enjoyment from your glassware if you choose it to chime in with the way you actually live, not the daydream you may have of how you wish you could live. When you go

(*Continued on next page*)



"Conqueror of time and place"

writes Rebecca West about Arturo Toscanini

"The obvious parallel to Toscanini is Verdi. What would be old age to other men could not impair their genius. Toscanini can be thirty while at the same time he is eighty-three. But he triumphs over place as well as time. He can be a brilliant Italian, like Verdi, and he can be a majestic German, like Beethoven. He enters into the mind of every composer he interprets and becomes each of them, no matter how individual and how local they may be; yet he remains himself, with his individual glory."

—Rebecca West.

Have you heard Arturo Toscanini conduct
Tchaikovsky: Romeo and Juliet
Grofé: Grand Canyon Suite
Beethoven: Symphony #3 "Eroica"

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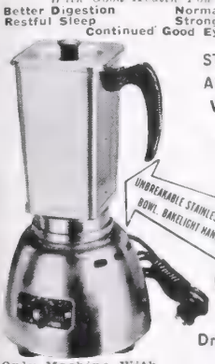
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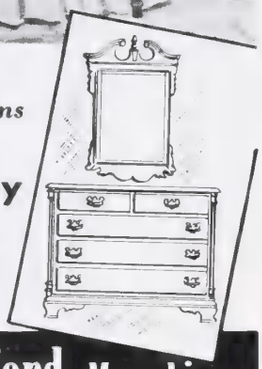
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MATCH YOUR GLASS TO THE WAY YOU LIVE

CONTINUED FROM PRECEDING PAGE

to buy, evaluate honestly the kind of family you are. And from this gauge your needs.

You may find that your living runs the gamut from barbecue suppers in the back yard to formal sitdown dinners, with frequent semi-formal luncheons in between. In that case you need something of everything. See our suggestions for all on pages 134 through 135. But the most frequent hazard, particularly in making your first purchase of glass, is to plan your glass as if dinner-at-eight were your chief concern, without any regard for the exigencies of perpetually servantless meals for the family and frequently for your guests.

BUT whatever shape and form of glass fits your living best, we urge you to enjoy glass that is beautiful and excellently made—two attributes which usually go hand in hand, because skill and ingredients that constitute quality in glass make it clear, sparkling, resonant, and generally handsome. It is good to know that, even if yours is an active, informal group, the most rugged glass nowadays can be a lovely thing to look at. So you can let your family live day in and day out with the lucid gleam and sparkle of fine glass, without having to worry about its fragility. On the other hand, reflect on the future of fragile stemware in such a household. You either throw caution to the winds and use it profligately, winding up with hardly any or none or a sorry assortment of chipped numbers of which you are thoroughly ashamed and in constant jeopardy. Or you put a taboo on it and condemn your loved ones to life with jelly glasses, except for Big Occasions. Like the black silk dress. Get the idea?

The soundest advice we can give you is demonstrated on pages 130 and 131. In other words, plan on variety of pattern rather than on a variety of kinds of glass. Five shapes of glass, which can do double and triple duty, insure an investment of service without deadheads which are used only occasionally. Then, since you have not invested too heavily in any one pattern, it is no extravagance but good sense to invest in extras—unusual shapes or colors, say, that can give variety and spice to your table settings. A few odd pieces of stemware, salad plates or bowls provide the kind of mealtime drama we talk about on pages 136 and 137, which turns even simple meals into something to remember.

You will buy glass, as most people buy most things, first of all because of the way it looks. For the most part, it is safe to say that the best glass is the best-looking. Lead glass, or flint glass, frequently called lead crystal, is considered the finest. (Crystal, by the way, is technically quartz, but in America the word crystal, as applied to glass, merely means its clear color, but the word does carry a connotation of elegance.) Clarity, whiteness, brilliance, and a long-ringing tone when the glass is tapped are characteristics of fine lead glass. This comes about from the addition of a lead oxide to the potash and silica mix of which finest glass is made. Lead crystal is also more easily and beautifully cut and engraved. Much glass is made from silica and soda ash. Common glass such as jelly jars, bottles, and the cheapest tableware usually contains lime, and, as you have probably noticed yourself, tends to have a greenish or murky yellow cast.

Possibly the most surprising single bit of information that most machine-conditioned Americans can learn about the glass they buy is that for the most part the glass made in America is handmade, or it is so thoroughly dependent upon human skill that the industry has many of the earmarks of a handcraft. There are some thoroughly bewildering and nearly human machines which produce extremely good-looking glass at extremely pleasant prices, but to date such machine-made glass cannot approach the handmade for resonance or exquisite decoration.

THE scientists may weigh out the formulas of the batch and machines may carry and mix and heat it, but it is the glass blower who fashions by his own breath and instinct most of the glass we casually accept on our tables. Using tools which are essentially the counterparts of those used in Roman days, he works on the strange, red hot, molten fluid, with little else to rely on but his own skill and judgment. To acquire such talent is a lifetime job. When you consider the uniformity, dependability, and common availability of glass that is so made, this doesn't merely explain what you get for your money in American handmade glass—it makes you wonder how it can be produced at the price.

In made-in-America glass you naturally stand a better chance of getting that look or design feeling which we identify with the American Style. You can get it, of course, in the finest foreign glass, too, as witness the pieces we have shown on our earlier pages. But these are designs of notable manufacturers, and not to be confused with some of the job-lot glassware from abroad that occasionally gets on our market. This kind of glass, which is usually distinguished by a remarkably low price tag, may have a strong appeal if you're watching a budget, but the best advice seems to be "Don't." Even if it isn't all flossied up style-wise and even if it doesn't have a long-stemmed, disaster-inviting, un-American silhouette, it may pose other problems that won't make it an asset once you've acquired it. It may not, for instance, be able to take it as consistently as most homemade glass can. You have come to expect pretty rugged service from glass, and that is chiefly because our manufacturers have worked hard to perfect formulas and manufacturing methods by which our glass can have toughness and easy adaptability to changes in temperature without sacrificing luster and clarity. Our glass is made to have these qualities consistently, so that you can always expect and receive the same kind of reaction.

Another feature, so well known and accepted by us that we may be inclined to forget its existence, is the open-stock plan. It means that a manufacturer in offering a glassware pattern to the public is prepared to make that pattern for a good time to come, so that replacements are easily and dependably available as they are needed. But this is a service you mustn't count on if you buy anonymous-glassware. The chances are that you'll end up with a broken lot of mismates which can never be mated.

Nothing can guarantee that your glass will last forever, but about the best guarantees we know are to buy appropriately shaped and styled glass for the use you will give it, and then, of course, provide the most sensible treatment you can. Your finest glass will require the most tender care, but you are rewarded by its exquisite sparkle.

There are several schools of thought on glass nurturing, but all are agreed that you must never subject glass to the straining extremes of heat or cold. It cracks under expansion or contraction. Never, for instance, hold it under a hot water faucet. Always put a spoon in a glass before pouring in hot liquid. If you're serving ice cream on a glass plate, insulate the glass from the chill by first putting a paper doily on the plate.

Detergents, such as Glim, Tide, Vel, Dreft, do a particularly successful job in cleaning glass and keeping it sparkling. You can use these with warm water. If you rinse, use cool water. And here technique varies. One school prefers to let the glass dry of its own accord. Others recommend drying with a lintless linen towel. But whatever you do, you will safeguard your glass against chipping if you wash it in a pan or sink lined with a towel or a rubber mat. Drain it either on a towel or a rubber mat. A new one on the market has sides to prevent glass from falling off, and raised ridges to facilitate draining.

If two glasses are piled one in the other and you can't get them apart, don't pull. The technique is to fill the inner glass with cold water and set the outer glass in warm water, and they will separate.

Haviland China

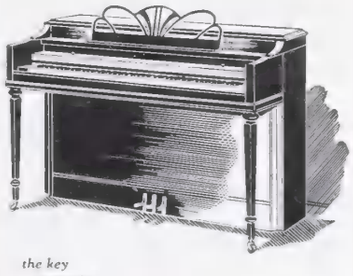


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CRAFTSMEN

CONTINUED FROM PAGE 198

MISSOURI

Ceramics:
Irene Kolodziej Musick, Columbia

Hand Weaving:
Mrs. Werner Drewes, St. Louis
Maybelle Liebich, Webster Groves

Furniture:
Clark Battle-Fitzgerald, St. Louis

Silver:
Maria Regnier, Bentwood

MONTANA

Ceramics:
Frances Senska, Bozeman

NEBRASKA

Ceramics:
Barbara C. Carmel, Lincoln
Merle Robert Koch, Omaha
W. W. Wilkins, Boystown

Hand Weaving:
Mr. and Mrs. William O. Nelson, Omaha

Wood:
Hermann Becker, Omaha

NEVADA

Silver:
Morgan G. Smith, Reno

NEW HAMPSHIRE

Ceramics:
Vivika and Otto Heino, Hopkinton
Nancy and Richard Moll, Concord
Pauley, Sharon
Roland E. Sabourin, Durham
Mary and Edward Scheier, Durham
Floy and Charles Tilton, Tilton
Ruth Tobey, Concord
Helen G. Williams, Exeter
Stanley H. Young, Dublin

Enamels:
Karl Drerup, Campton

(*Continued on next page*)

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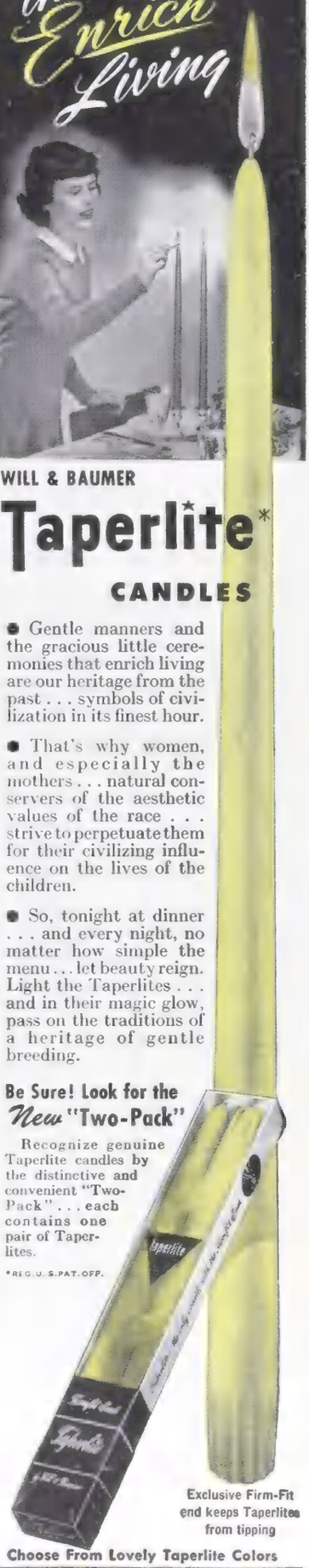
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CRAFTSMEN

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Maude E. Leighton, Temple
Myra W. Rankin, Hancock

Metal:
Sally Flaccus, Tamworth
Mary A. Frye, Wilton
John G. Herrick, Hillsboro
George G. Howland, Nashua
Maude E. Leighton, Temple

Hand Weaving:
Lilly E. Hoffman, Hopkinton
Alice Varnay Jones, Union
Ellen Stone, Chocorua
Dorothy Blake Whitaker, Mason
Rebecca G. Williams, Hanover
Dorothy and Lloyd Young, Keene

Wood:
Fred E. Brown, Concord
Arthur Cunningham, Antrim
Edward Flaccus, Tamworth
George Lloyd, Troy
John May, Jackson
William T. R. Ward, Nashua
Rodney D. Woodard, North Conway

NEW JERSEY

Ceramics:
Carl Espenscheid, Lebanon
Waylande Gregory, Boundbrook
Francis J. Vontury, Perth Amboy

Hand Weaving:
Bertha P. Anderson, Middletown

Silver:
Kathryn F. Gross, River Edge

Wood:
James Jackson, Woodbury

NEW MEXICO

Ceramics:
John Dietrich, Las Vegas
Harold Goldman, Albuquerque
Alice Clark Myers, Santa Fe
Simeon Nash, Jr., Las Vegas
Margaret Runyon, Albuquerque
Pueblo Arts & Crafts, Albuquerque
Edwin & Maribel Todd, Albuquerque

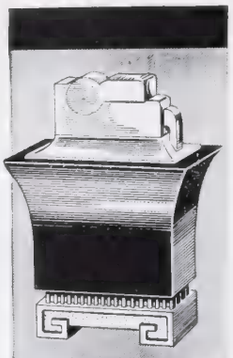
Metal:
Dorothy Benrimo, Taos
Bill De Hart, Albuquerque
Alvin von Hinzman, Santa Fe, silver
Pat Julio, Albuquerque, silver
Karl Larsson, Santa Fe
Frank Patania, Santa Fe
Hans Werner, Santa Fe

Hand Weaving:
John Dietrich, Las Vegas
John Poore, Albuquerque

NEW YORK

Ceramics:
Phyllis Blundell, New York City
Ann DeCarmel, New York City
Boris Chatman, New York City
David Donaldson, Shady
Cheryl Ellsworth, New York City
Fred W. Farr, New York City
Marion Fosdick, Alfred
Eleanor S. Gale, Pelham Manor
Carol Janeway, New York City,
Mark Keram, New York City
Theodore Randall, Wellsville
Daniel Rhodes, Hornell
Arpad Rosti, New York City
Henry Varnum Poor, New City
Olin L. Russum, Jr., Rochester
Herbert H. Sanders, Alfred
Soriano, New York City, tiles
Leon Volkmar, Bedford Village
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Metal:
Adda Husted-Anderson, N. Y. C.
Laurits Eichner, Rochester
George A. Nelson, Alfred
Ronald Hayes Pearson, Alfred
John Prip, Rochester, silver
Charles Reese, Rochester

Plastic:
Olga Ritchie, Rochester
Zahara Schatz, New York City

Hand Weaving:
Grete Franke, New York City
Berta Frey, New York City
Louise Giventer, New York City
Karl Laurell, Alfred
Dorothy Liebes, New York City
Stella G. Minnick, New York City
Roberta L. Pearson, Forest Hills
Ann Schubert, New York City
Isabel Scott, New York City
Mr. & Mrs. Nelson Spencer, Angelica
Edna Vogel, North Salem
Kathryn Welch, Angelica

Wood:
Norman Cherner, New York City
Devon Dennett, Woodside
Godesca Gottschalk, New York City

NORTH CAROLINA

Ceramics:
Robert C. Turner, Blackstone Mt.

Hand Weaving:
Barto Clark, Pembroke
A. Crane, Raleigh
Catherine Locklear, Pembroke
Bonnie Rae Lowry, Pembroke
Ellen Siegel, Black Mountain
Charlesanna Walker, Greensboro

OHIO

Ceramics:
Eleanor Barger, Toledo
Marjorie Post Benua, Gahanna
Robert Bernstein, Massillon
Lawrence Blazey, Bay Village
Dorothy C. Blakely, Dayton
Paul Bogatay, Columbus
Mildred Calvert, Maumee
Luceal R. Darling, Clinton
Evelyn G. Duffey, Athens
Stanley T. Evans, Bedford
Hugo & Joseph Fiore, Columbus
Clement & Fern Giorgi, Cleveland
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Honore Guilbeau, Peninsula
Mary Graybill, Westerville
Edward S. Hazel, Dalton
Charles Lakofsky, Bolling Green
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Edgar Littlefield, Columbus
Harvey Littleton, Toledo
Dorothy Mescher, Toledo
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Frank Rood, Cleveland Heights
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Of House Beautiful published monthly at New York, N. Y. for October 1, 1950.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Hearst Magazines Inc., 959 8th Ave., New York 19, N. Y.; Editor, Elizabeth Gordon, 572 Madison Ave., New York 22, N. Y.; Managing Editor, Robert W. Carrick, 572 Madison Ave., New York 22, N. Y.; Business Manager, R. A. Hoefer, 572 Madison Ave., New York 22, N. Y.

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R. A. Hoefer, Business Manager

Sworn to and subscribed before me this 27th day of September, 1950. Andrew E. Macyko, Notary Public, State of New York, 41-2537300 Qual. in Queens Co., Cert. filed with New York, County Clerks and Registers. My commission expires March 30, 1951. (Seal.)

Fern Cole, Akron
Charles B. Jefferey, Cleveland
Michael & Jo Natko, Chardon
Mildred Watkins, Cleveland
Edward Winter, Cleveland
Claire & Carl Wyman, Cleveland

Metal:
Alex Loik, Columbus
Frederick A. Miller, Cleveland
Jean R. Moody, East Cleveland
John S. Selby, Cleveland

Hand Weaving:
Clara Alfoldi, Cleveland
Sara Mattson Anliot, Cleveland
Marilyn Bauer, Cleveland
Myrtle Barnsley, Toledo
Mrs. A. R. Bassinger, Massillon
Denis Chasek, Copley
Grace Dunathan, Toledo
Elizabeth B. Henry, Cleveland
Edith B. Isbell, Massillon
Marie Lerche, Toledo
Michael Milidonis, Copley
Virginia Nepodal, Cleveland
Grace C. Taylor, Toledo

Wood:
David Holtkemp, Cleveland
Joseph M. Woodell, Cleveland

OKLAHOMA

Ceramics:
Grace H. Bushner, Tulsa
Roger Corsaw, Norman
Louis Weinberg, Tulsa

Hand Weaving:
Dorothy Mayes, Oklahoma City
Sequoyah Weavers, Tahlequah

Metal:
Louis Weinberg, Tulsa

OREGON

Ceramics:
Charles W. F. Jacobs, Portland

Hand Weaving:
Lynn Alexander, Corvallis
M. Casilda McGrath, Portland
Clara E. Nasholm, Eugene
Kenneth E. Peabody, Corvallis
Mary Elizabeth Sullivan, Eugene
Marion E. Thomas, Eugene

PENNSYLVANIA

Ceramics:
John Butler, Malvern
Harriet Farr Davis, Indiana
Jane S. Dobervich, New Castle
John Eustice, New Castle
Maxine & Henry Ewertz, Aldan
Frances H. Johnson, Philadelphia
Lisa Langley, Philadelphia
Wesley A. Mills, Pittsburgh
Beatrice Newbold, Telford
William D. Parry, Philadelphia
Bernard Segal, Philadelphia
Lynn Schwing, Greenville
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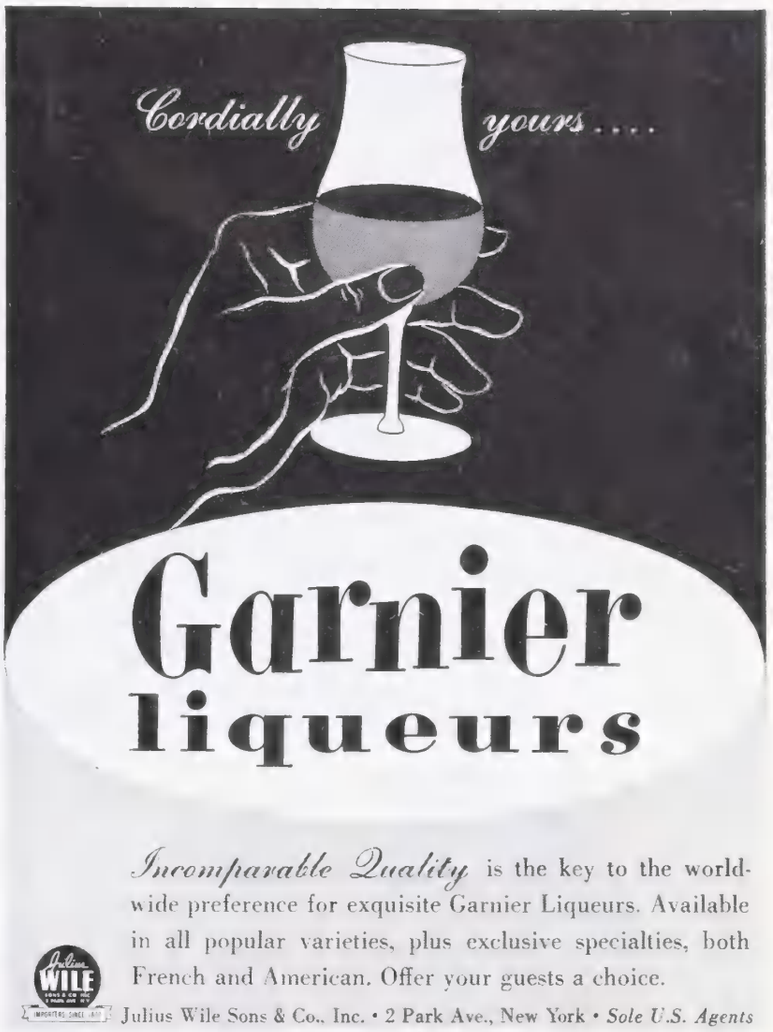
Glass:
Duncan Terry, Rosemont

Hand Weaving:
Lydia A. Bancroft, Philadelphia
Bret Carberry, Philadelphia
Lois I. Clifford, Pittsburgh
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(*Continued on page* 208)



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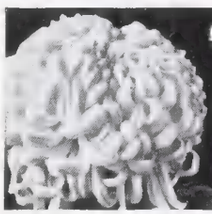
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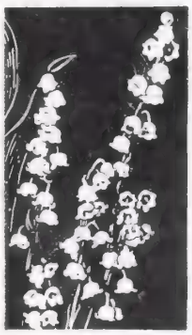
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The Log of the Practical Gardener

Family gift

If you (a) hate to push a lawnmower and (b) get a kick out of running a power mower, this is the year for the family to get together and buy you a power mower for Christmas. Most manufacturers put the 1951 models on sale this month. Biggest change from last year occurs in the Moto-Mower line. Look especially at their new 20" "Trimmer Twenty."

How to propagate color

Fall color was unusually good up our way (Connecticut) this year. But as always, there were a few outstanding trees. Did you know that better nurseries propagate from these trees of exceptional brilliance? This guarantees you trees of a definite color.

Barberry is versatile

Barberry seems to have fallen into disfavor now that it has become the accepted substitute for the "too common" privet. Barberry deserves better treatment than this. It is a highly adaptable plant, sturdy, and pest-free. Newer varieties offer wonderful fall foliage color, also brilliant berries. There's even an upright variety ideal for hedges —needs only occasional light pruning to keep it in shape.

Climate improvers

We are getting a new appreciation of hedges now that the HOUSE BEAUTIFUL research on Climate Control has shown their great value. Locate them properly and they keep out unwanted breezes, or funnel breezes into otherwise stagnant spots.

Holly can take it

All of the two-dozen plants of Japanese Holly that I planted in September, 1949, survived the winter (Connecticut) last year and are thriving now. The most exposed plants "burned" slightly.

Late fall flowers

You can't beat the hardy fall asters for dependable bloom during the weeks between the first frost of fall (end of bloom for tender summer flowers) and the close of the garden year with the arrival of a real freeze. Look for them in the plant sections of the catalogs—not in seed sections. The latter are for the tender, China aster.

Christmas books

Looking for Christmas gift books for ardent gardeners? Give Garrett Eckbo's *Landscape for Living* (F. W. Dodge Corp., New York) or Dr. Brook's translation of Geiger's *The Climate near the Ground* (Harvard University Press, Cambridge, Mass.

Speed

Need a fast growing tree? Try Hercules Club (*Aralia spinosa*) for a shrubby tree that gets only 12 to 15 feet high. Or plant a Colonial-locust, Siebenthaler's new thornless honeylocust, if you want a big shade tree comparable to an American elm in size and shape but not susceptible to elm diseases.

Leaf raking

Do you still rake leaves off the lawn? Have a look at the new Jacobsen leaf mill (October, page 231). It's the slickest machine yet for taking the work out of this tiresome job. I didn't have to get a rake out once this fall—and we get leaves six inches deep from our big oaks and hickories. The same machine converts to a reel-type power mower for spring and summer operation. You can get a sickle-bar mower for it for tall grass.

Show date

Camellia shows start next month. I hope to get to the Charleston, S. C., show on January 27 and 28.

Scutl this winter

If you are trying to keep your lawn grass green this winter (October, page 172), you may want to try making a December application of "Scutl," the crabgrass killer. Its makers report that the same mercury compound that kills crabgrass in the summer is also just the right winter treatment for snowmold and similar blight diseases that kill patches of lawn during mild winters.

—Dr. J. E. H.

HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PAGE 110

Package with plusses

Few winter holiday packages produce more plums than that now offered for the first time by Canadian Pacific's fabulous Chateau Frontenac. It's a package of three-, seven-, or ten-day visits, starting from arrival time in Quebec City. First, there's a greeter at the Palais Station who, having greeted, provides transportation up the storied heights to the hotel. After that come your room and all meals. And now for the fun. Your package includes also free daily transportation by bus the nine miles to the Lac Beauport ski slopes, and free use of the Alpine lift. And if, after a day on the slopes, you are still so inclined, it permits free use of the Chateau's skating rink and toboggan slide on Dufferin Terrace, whence it also provides a snowy view of the broad St. Lawrence below and, if you're lucky, a moon! All this, and the Chateau too, at $49 each for two for three days, $110 for seven days, $150 for ten.

Kasbah

Subtract Hedy Lamarr, Charles Boyer, and the Hollywood touch, and a visit to a Kasbah will still be one of the more glamorous adventures on your Mediterranean cruise itinerary this winter. Along the Barbary Coast of French North Africa, the word "kasbah" means citadel. And in the elderly cities from which Algerian princes once exacted tribute from the rest of the world, these citadels were built high for protection so that today they offer exceptionally fine viewpoints. They were also headquarters for all types of skulduggery, as testified by relics and a certain flavor which lingers there even today, thus enhancing the adventure of the place so far as tourists are concerned. The most frequently visited Kasbah is that in Algiers, where 500 steps ascend to a web of narrow crooked streets, alive with cafés and bazaars. The palace of the Deys is now in ruins, but the chair on which the heads of Christian slaves were exposed is still there for you to see. Some cruises also provide shore visits to the Kasbah of the Oudaiahs at Rabat, Morocco, where there are lovely gardens, a Moslem college, minarets, a Moorish café serving mint tea and again a splendid view; and that at Tangier, where you will see the ruins of the dungeon of the Pasha Sidi Abdullah, and which you leave by the historic Flogging Gate.

All this and ocean, too

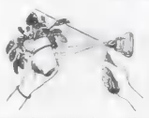
A minimum of beach-combing along Southern California's 200 miles of gorgeous coast will convince you that its fifty-odd ocean-side resorts not only make prime winter vacationland, but vary widely in atmosphere, activity, and personal appeal to holiday-makers. All specialize in scenery, but even that varies, from the dramatic headlands off La Jolla to the parade of ocean-going vessels in San Diego Harbor. And there's a variety of ways to see it. The excursion boat to Catalina Island will give you one view, such ocean cliff-side drives as the Seventeen-Mile Drive around Monterey Peninsula another. Or you can see it from a comfortable deep-sea fishing boat almost anywhere, or from a beach-side hotel at such sea-bordering places as Oceanside. The newly enlarged beach at Venice on Santa Monica Bay near Hollywood, for instance, is primarily a sports center, with parking areas, and facilities for volleyball, table tennis, weight lifting, handball, shuffleboard. Others, like Carmel-by-the-Sea and Laguna, are cosmopolitan communities on their own, beloved by artists and writers, busy with little theaters and concerts, with a mission near by, perhaps, or some really noteworthy history to reward thoughtful investigation, and fabulous hotels and gourmet restaurants. To do some advance beach-combing, and make sure the Southern California beach resort of your choice is really for you, write the All Year Club of Southern California, 629 South Hill Street, Los Angeles 14, and/or the San Diego-California Club, 499 Broadway, San Diego 1.

Sun Valley's for you

Don't let the glitter around the name Sun Valley keep you from considering it for your very own winter escape trip. It's true that Sun Valley deals in superlatives all the way from its facilities and service to the names on its roster. But the Union Pacific Railroad also had you and me in mind when it designed Sun Valley. At the Lodge, you can pay up to $44 a day without meals for a suite with a private sun deck. But there are also the Challenger Inn, where prices are from $6, and the Swiss-type Ski Chalets where you can occupy a very comfortable bunk for $2. By taking advantage of these, you can do quite nicely at Sun Valley for no more than $100 a week, with full use of its 30 ski slopes and other facilities as desired. And, during the special Learn-to-Ski Weeks, this will cost you only $75. See the Union Pacific for a railroad

(*Continued on next page*)

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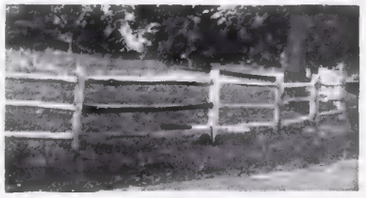
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HOW TO LEAVE HOME AND LIKE IT

CONTINUED FROM PRECEDING PAGE

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To South America—Panagra's El Inter Americano Fiesta Lounge flights, leaving Miami every Monday and Thursday, only 19 hours and 5 minutes to Buenos Aires via the west coast, surcharge Miami to Lima, $5; Miami to Santiago and Buenos Aires, $10. The usual El Inter Americano refinements plus a smartly decorated lounge, soft lights, Chilean wines, and orchids for the ladies.

Mt. Hood, Oregon—Ready at last this month, the new Skyway from Government Camp to Timberline Lodge ski slopes. The first aerial tramway in the Far West, it will waft you up in 36-passenger cable-operated cars.

Broadway—Via one of the New York, New Haven and Hartford's Show Trains, the easier way to see the season's harder-to-get hits. Theater and train tickets may be purchased simultaneously at any of the railroad's stations.

Tacoma, Washington—The recently completed Tacoma Narrows Bridge short-cuts the automobile route across Puget Sound between Tacoma and the Hood Canal area to cut some 100 miles of driving for visitors to Olympic Peninsula.

Pets are now welcome aboard United Airlines planes, which will rent you a special "flight kennel" for $5, and charge transportation off as excess baggage if it goes on the same flight as you, or carry it at customary air freight rates if your pet goes by himself.

South Africa by automobile. Check with Thos. Cook & Son on 18-, 28-, 36-, and 49-day itineraries out of Capetown, in modern American-made automobiles with English speaking courier guides for as little as $15 a day.

To Kansas City—If, now and then, this modern world seems too much for you, take the Santa Fe's new Kansas City Chief, whose Centennial lounge-breakfast car is deliberately 1890 in décor, from swinging oil-type lamps to marble-top tables and plenty of plush.

Cranberry Christmas

For a sauce-y Christmas, try Edaville, Mass. For here on Route 58 in South Carver, Massachusetts, (or look for directing signs in Plymouth or Wareham) is one of the country's largest cranberry plantations. It has the only two-foot gauge railroad in the U.S., a combination intriguing any time of the year, with Christmas merely pointing up its toy-town flavor. The railroad is half hobby, half business to Ellis D. Atwood, who owns Edaville. Its miniature equipment, painstakingly collected, tenderly reconditioned, includes freight cars which service the cranberry crop as well as the tiny coaches and Gay Nineties parlor cars which take visitors on a six-mile circuit of bog, reservoir, and pleasant pine woodland. A real treat anytime, but more so at Christmas, when trains, station, and even the snow-stenciled pines rimming the frozen bogs are decorated with lights. Trains run afternoons all year on a pleasantly informal schedule. For you don't mind waiting in the Edaville Station, which is light, warm, pleasant, and serves innumerable concoctions including many basically cranberry, and sells the makings canned. You'll want to take home cranberry juice, for instance, and try out on your friends Edaville's cranberry frappé: juice plus vanilla ice ceam beaten to a froth. And you'll want to take home others for more leisurely sampling. A six-can box, including whole cranberries, sauce, jellied sauce, juice, marmalade and raspberry-cranberry mix, is $2.

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184 *Bing & Grondahl Porcelain Figurines
198 Blenko Modern Glassware
171 *Buenilum
191 Cherry Blossom Dinnerware by Salem
39 Fenton Hobnail Glass
106 *Fisher Bruce Baronet China
2, 3 Gorham Sterling
201 *Haviland China
113 Heisey Crystal
Back Cover International Sterling
197 *Karhula Crystal
37 *Lenox China
180 *Melmac Dinnerware
107 Monogram Trays of Styrene
5 *Reed & Barton Silversmiths
199 *Regina by Bergdala, Swedish Crystal
192 *Seneca Crystal
6 Steubenville Pottery-Russel Wright
1 *Val St. Lambert Crystal
194 *Viking Hand Made Glass
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167 *Seth Thomas Decorator Clocks

CURTAINS, DRAPERIES, UPHOLSTERY & DRAPERY HARDWARE

185 *Masland Duran Plastic Upholstery

FIREPLACES & ACCESSORIES

200 *Flexscreen

FLOOR COVERINGS (RUGS & CARPETS)

165 Bigelow Rugs & Carpets
Inside Front Cover Lees Carpets
195 *Priscilla Turner Hooked Rugs
197 U. S. Sponge Rubber Rug Underlay

FURNITURE

206 American Chair Co.
208 *Baker Furniture
203 *Berk-Lock 3 in 1 Chair
102 *Brandt Cabinet Works
185 *Craddock Drop Leaf Extension Tables
186 Futorian Furniture
200 *Hungerford Honduras Mahogany Bedroom Furniture
174 Imperial Tables
181 Jamestown Rebecca Thorpe Chair
198 *Kent-Coffey Furniture
197 Kittinger Furniture
185 Masland Duran Plastic Upholstered Furniture
57 Mersman Tables
171 *Sligh Furniture
173 *Tell City Chairs
194 *Unité Double Dresser

LAMPS

170 Verplex Lamps & Shades

LINENS & BEDDING

Inside Back Cover Callaway Towels, Rugs
38 Fieldcrest Pastel Sheets
183 Hi-Jacs
13 Irish Linen Guild
112 *Needletuft Bedspreads
11 Quaker Lace Cloths

MATTRESSES

203 *Rest Well Bed Board

MIRRORS

198 *Donnelly-Kelley Mirrors

RADIOS, PIANOS MUSICAL INSTRUMENTS

202 *American Society of Piano Technicians
183 *Bell High Fidelity Amplifier with Remote Control
201 *Bremen Pianos
172 *Connsonata Organs
103 GE Black-Daylite Television
208 *Gulbransen Pianos
108 *Hammond Organs
184 Motorola TV
199 *RCA Victor Records
179 Story & Clark Pianos

MISCELLANEOUS FURNISHINGS

202 ASR Table Lighters
195 Taylor Weather Instruments
201 Will & Baumer Taperlite Candles

Housekeeping Equipment

MAJOR & SMALL APPLIANCES

183 *Filtron Cold Water Coffee Extractor
17 Deepfreeze Home Freezers
114 GE Sandwich Grill and Waffle Iron
202 Hamilton Beach Mixette
186 *Handyhot Quality Appliances
192 *Hanovia Ultraviolet Quartz Health Lamp
77 Hotpoint Automatic Electric Dishwasher
173 Knapp-Monarch Liquidizer
166 Murray Sinks & Ranges
176 *Nutone Door Chimes
187 Philco Home Freezers
199 Vita-Mix
177 West Bend Automatic Percolator

MISCELLANEOUS SUPPLIES

206 Aristo Table Mats

Building

HEATING, VENTILATING & AIR CONDITIONING

178 *Continental Glassheat
175 *Minneapolis-Honeywell Thermostats
181 *Modine Convector Radiation
202 *Webster Baseboard Heating
207 *Williams Oil-O-Matic Oil Burner

PAINTS

197 *Ramuc Enamel for Pools

WINDOWS & DOORS

59 *Pittsburgh Plate Glass
12 *Thermopane

MISCELLANEOUS BUILDING

182 *Blue Ridge Patterned Glass
8 *Portland Cement Association
206 *Soss Invisible Hinges

Gardening

FENCES, GREENHOUSES, TOOLS & GARDEN ACCESSORIES

206 *DuBois Wooven Wood Fence
204 Roovers Label Embosser
204 *Rusticraft Fence Co.

SEEDS, BULBS, NURSERIES

205 *W. Atlee Burpee
204 Plant of the Month Club
204, 205 *Spring Hill Nurseries
205 *Ty-Tex Nurseries
205 *Virdans Farms

Books

7 *The Heritage Club

Entertainment, Sporting Goods, Toys

106 *Brunswick Billiard Tables
203 Showroom of Fine Arts

Foods & Beverages

202 *Beau Monde Seasoning Salt
193 Cresta Blanca Wine Co.
99 *Forst Smoked Delicacies
203 Garnier Liqueurs
104, 105 Martini & Rossi Vermouths
58 Melrose Whiskeys
78 Old Fitzgerald Bourbon Whiskey
196 Piper-Heidsieck Champagne
40 Rémy Martin Cognac

Luggage

109 *Amelia Earhart

Stationery & Cards

10 Crane Stationery
111 Duratone Plastic Coated Playing Cards
60 Eaton's Fine Letter Papers
196 Guild Plastic Coated Playing Cards
19 Montag's Fashionable Writing Papers

Travel

188 Cuban Tourist Commission
189 *European Travel Commission
190 Italian State Tourist Office
188 *Nassau, Bahamas Development Board
190 Union Pacific's Sun Valley

Miscellaneous

206 Lowe's, Jewelry Brokers
204 *Roto-Rooter Corp.
203 *Rose Smelting

Department, Furniture, Jewelry & Specialty Stores

26 Black, Starr & Gorham
101 Colten's
24 *J. F. Day & Company
9 *Mrs. Dorothy Damar
200 Blanche Geiss
63 Gerlou Fifth Avenue
45 The Giftorium
29 Hammacher Schlemmer
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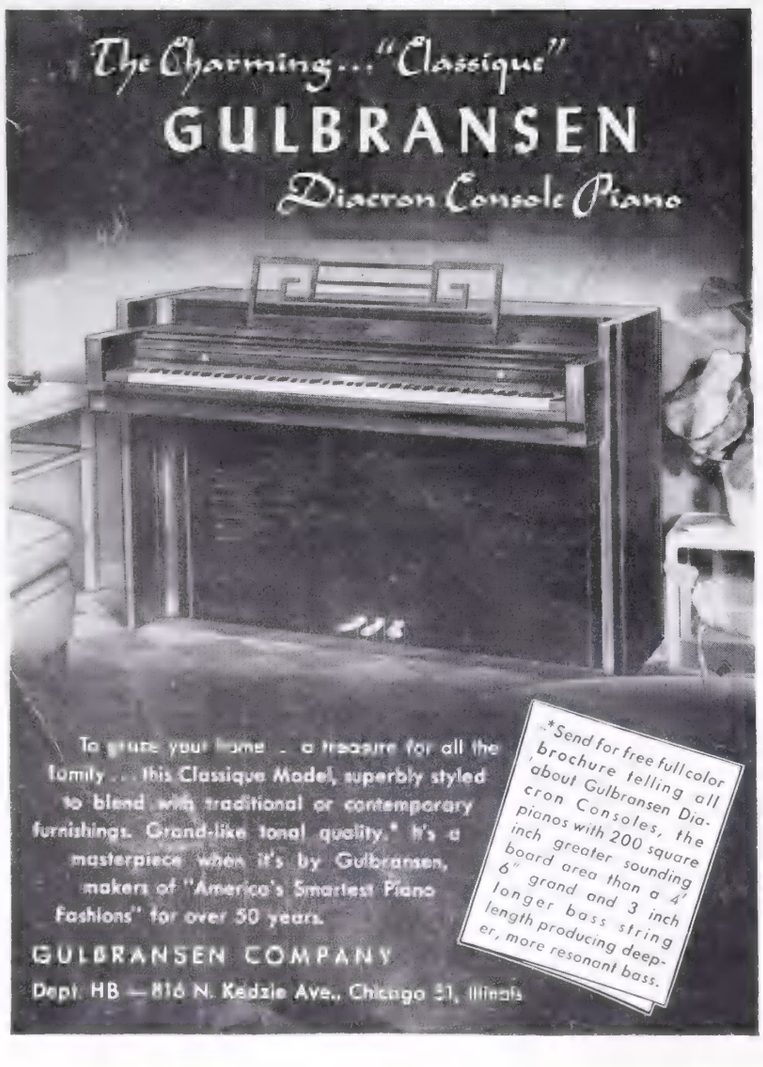
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Lennie S. Sundheim, Philadelphia
Edgar J. Trapp, Pittsburgh, silver
Joseph Trippetti, Bryn Mawr

Enamel:
Virgil D. Cantini, Pittsburgh

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Dorothy & Lyle Perkins, Providence
Mary Ryan, Providence
Markin Scholes Shedd, Barrington
Georgina Schoof, Bradford
Gilbert Warren, Providence

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Wiltz Harrison, El Paso, silver
Hannah M. Henkel, Dallas, pewter
Mary Lightfoot, Dallas, copper
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J. Rex Witcher, Dallas, silver

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